SPICE

Social cohesion, Participation, and Inclusion through Cultural Engagement

D8.4 Interim Report on Communication Activities

Deliverable information	
WP	WP8
Document dissemination level	PU Public
Deliverable type	R Document, report
Lead beneficiary	IMMA
Contributors	AALTO, OU, GVAM, UNIBO, DMH, FTM, CELI
Document status	Final
Document version	V1.0
Date	30/04/2021

2

INTENTIONALLY BLANK PAGE

Project information

Project start date: 1st of May 2020

Project Duration: 36 months

Project website: https://spice-h2020.eu

Project contacts

Project Coordinator
Silvio Peroni
ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA Department of Classical Philology and Italian Studies – FICLIT
E-mail: silvio.peroni@unibo.it

Scientific Coordinator
Aldo Gangemi
Institute for Cognitive Sciences and Technologies of the Italian National Research Council
E-mail:
aldo.gangemi@unibo.it

Project Manager
Adriana Dascultu
ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA European Programmes and Projects Unit, Research Services Division (ARIC)
E-mail:
adriana.dascultu@unibo.it

SPICE consortium

No.	Short name	Institution name	Country
1	UNIBO	ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA	Italy
2	AALTO	AALTO KORKEAKOULUSAATIO SR	Finland
3	DMH	DESIGNMUSEON SAATIO - STIFTELSEN FOR DESIGNMUSEET SR	Finland
4	AAU	AALBORG UNIVERSITET	Denmark
5	OU	THE OPEN UNIVERSITY	UK
6	IMMA	IRISH MUSEUM OF MODERN ART COMPANY	Ireland
7	GVAM	GVAM GUIAS INTERACTIVAS SL	Spain
8	PG	PADAONE GAMES SL	Spain
9	UCM	UNIVERSIDAD COMPLUTENSE DE MADRID	Spain
10	UNITO	UNIVERSITA DEGLI STUDI DI TORINO	Italy
11	FTM	FONDAZIONE TORINO MUSEI	Italy
12	CELI	CELI SRL	Italy
13	UH	UNIVERSITY OF HAIFA	Israel
14	CNR	CONSIGLIO NAZIONALE DELLE RICERCHE	Italy

Executive summary

This document describes the development of communication activities (Task 8.4) from Month 1 to Month 12 of the SPICE project. The overall objective of communication activity is to engage in a dialogue about the emerging project results with specific audiences who are potential users, specifically heritage institutions, community organisations, interest groups and educators. The methodologies of each communication channel are defined in relation to the target audiences they aim to reach. Each channel of communication is examined on the depth and breadth of engagement achieved with the project's target audiences in the reporting period.

Overall KPI targets are being met, with KPIs exceeded in the cases of media coverage via press releases, website reach, and event-related activity. However, social media activity is currently not meeting KPI expectations and is in need of remedial action. A SWOT analysis is provided to identify and evaluate current strengths and weaknesses in the project's communication strategy. A number of weaknesses, such as uneven target audience reach, are addressed with targeted actions.

Finally, the report concludes with a summary of achievements and progress, noting effective communication to academic audiences, alongside areas for further development, such as improved monitoring processes and implementing a revised communication plan with particular attention paid to increasing social media activity.

Document History

Version	Release date	Summary of changes	Author(s) -Institution
V0.1	02/04/2021	First draft released for internal review	IMMA
V0.2	16/04/2021	Revised in light of comments from Lily Diaz-Kommonen (AALTO), Paul Mulholland (OU); reorganised structure for clarity; edited for consistency.	IMMA
V0.3	22/04/2021	Added figures and annexes	IMMA
V1.0	30/04/2021	Final version submitted	UNIBO

Table of Contents

Introduction

The overall aim of the communication activities is to engage in a dialogue about the emerging project results with defined audiences who are potential users of SPICE tools and methods, specifically heritage institutions, community organisations, interest groups and educators.

Communication is a shared responsibility across the SPICE partnership, which involves all other Work Packages, though communication activities are managed through Task 8.4 (T8.4), with Work Package 8 (WP8) taking responsibility for providing the overall structure and strategy by which communication takes place. Communication activities directly involve WP7 (Case Studies Progress and Plan) for example, in order to illustrate how the tools and methods can be used with a variety of citizen communities, providing examples that the sector can follow; similarly, the *SPICE newsletter* draws on the current research and methods of all other Work Packages.

Monthly reports are produced summarising planned and ongoing communication activities as well as their outcomes. This helps partners to understand which communication actions are being carried out and how to participate in them.

Section one of this report outlines the specific aims of the communication activities in engaging the following audiences:

1. **Heritage institutions** - in order to gain feedback on the emerging methods and tools of the project and identify issues that may affect the adoption of project results;
2. **Community organisations and excluded groups** - to gain feedback and encourage participation in ongoing trials;
3. **Members of the public** who have an active interest in culture, particularly in the geographical trial areas in order to identify further trial opportunities;
4. **Educators** - to gain feedback on how the tools and methods of the project can be integrated into courses and curricula.

Section two examines each of the communication methodologies used to publicise the project with the above audiences and maximise impact of developments:

- **Media Coverage** - the consortium launched the project with press releases and is currently developing a press kit (with high-definition images and video clips) to communicate project progress and results. Press releases are referenced into search engines, and we publicise the project through professional organisations.[1] Academic partners use their Communications Offices to assist in the preparation and distribution of press releases related to project launch and significant milestones.
- **Social Media** - a social media presence has been established on Twitter, LinkedIn and Instagram, as well as on YouTube. These platforms give audiences direct insight into the interpretative and reflective activities developed and evaluated in the project, as well as

---

[1] For example, *IPTC*, as well as the heritage community via bodies such as the Collections Trust, Museums Association, Network of European Museums Organisation, Culture 24 and Europeana.

sharing research and other content that relates to the values and goals of SPICE. Social media is also used to syndicate content from the main website.

- **Event-related** - SPICE uses carefully selected events to reach our target audiences. The partners cooperate in organizing special sessions on issues and topics related to our research at these events.
- **Website** - a dedicated project website featuring multimedia content reflects the diversity of research and case studies undertaken. The website is used as a central repository for recording progress, events and results, to which social media platforms can direct audiences. The website also hosts a private intranet for SPICE partners.
- **Newsletter** - regular updates, links and discussion are distributed to a database of dedicated subscribers through regular SPICE newsletters. These are an effective means of spreading word of project events and results to engaged audiences.
- **Scientific Presentation -** a range of academic and professional audiences are reached with presentations delivered by partners at relevant international conferences.[2]
- **Scientific Publications** - academic partners disseminate project results through scientific journals, international conferences and technical reports.
- **SPICE Stakeholder Engagement -** SPICE partners work with museum professionals and stakeholder groups, eliciting feedback to understand how citizen curation methods and tools can be meaningfully used.

Section three deals with the processes and tools by which Key Performance Indicators (KPIs) are tracked and monitored, to ensure communication activity meets expected targets. This is followed by a SWOT analysis in section four, in which strengths, weaknesses, opportunities and threats are analysed in the current communication strategy and targeted actions are listed in response.

Finally, the report concludes with a summary of progress in the project's first year, and looks towards future actions in the months ahead.

1. Objectives and Audience

The overall aim of SPICE communication activities is to engage in a dialogue about the emerging project results with defined audiences who are potential users of SPICE tools and methods.

SPICE has four main audience groupings referred to in the project's Grant Agreement. Further detail on each of the groups is provided in the deliverable D8.2 Dissemination and Exploitation.

1. **Heritage institutions** - SPICE communicates with museum and heritage professionals in order to promote project tools and methods which can improve engagement with museum visitors. SPICE aims to engage with heritage institutions in order to gain feedback on the emerging methods of the project and identify issues that may affect the adoption of project results.

---

[2] In the M1-M12 period, these have included the Advanced Visual Interfaces and Interactions in Cultural Heritage (AVICH 2020), The annual conference of AIUCD, the Italian Association for Humanities and Digital Culture, iNOVA Media Lab, and MuseWeb 2020.

2. **Community organisations and excluded groups** - the project aims to engage with community organizations and excluded groups in order to get feedback about the project and encourage participation in SPICE's ongoing trials.

3. **Public (with an active interest in culture)** - SPICE aims to engage the public in order to identify further trial opportunities, particularly in the geographic trial areas. Specifically, SPICE aims to communicate with those members of the public who have an active interest in culture.

4. **Educators** -the project aims to engage educators in order to gain feedback on how the tools and methods of the project can be integrated into courses and curricula.

2. Communication activities

Channels of communication and methodology

There are seven channels of communication, which are examined in depth below. Communication methodologies were selected with specific audiences in mind, in order to maximise the breadth and depth of communication activity across audiences. The main channels used to communicate the SPICE project are as follows:

2.1 Media Coverage: press releases

2.2 Social Media: Twitter, LinkedIn, Instagram, YouTube

2.3 Event-related: Conferences, webinars, workshops

2.4 Website: SPICE project website

2.5 Newsletter: Regular themed newsletters

2.6 Scientific Presentation: Presenting papers, talks and professional forum

2.7 Scientific Publications: Published papers

2.8 SPICE Stakeholder Engagements: Workshop, presentation

Audiences

In the table below, we set out the audiences reached by Month 12 via each of the communication methodologies:

Channel: Methodology	**Audience reached** (at M12)
2.1 Press releases	Educators
2.2 Twitter, LinkedIn, Instagram, YouTube	Public (general and active interest), Heritage Institutions, Educators and Organisations

2.3 Conferences, webinars, workshops	Educators
2.4 SPICE project website	Public (general and active interest), Heritage Institutions, Educators
2.5 Regular themed newsletters	Public (general and active interest), Heritage Institutions, Educators
2.6 Presenting papers, talks and professional forum	Educators
2.7 Published scientific publications	Educators
2.8 Workshops, presentations	Heritage Institutions, Educators

Table 1: Communication methodologies and audiences reached.

2.1 Media Coverage: Press releases

Press releases via SPICE partner organizations are the primary way the project communicated its initiation to the media. Highlights include:

- Aalto, CELI, OU, and UNITO's HPC4AI issued news articles on their respective websites, covering the launch of SPICE and outlining the project's research goals.
- CELI issued a press release publicising the paper 'Citizen curation and NLP technologies for museums in the SPICE Project' which was presented by Andrea Bolioli and Alessio Bosca, together with researchers from the University of Turin, at the 10th annual conference of the AIUCD, the Italian Association for the Humanities Computing and Digital Culture.
- UNITO News published an interview with Rossana Damiano (UNITO) about SPICE, its research goals, partners in the consortium, the respective roles in the project for the University of Turin and GAM, and ways for the public to stay in contact with the project's development. The UNITO website also published an audio recording of a 10-minute interview with Professor Damiano about SPICE.

The full range of activity is summarised as follows:

Date	Title of press release	Description	Link	Partner involved
27/09/2020	SPICE promotes social cohesion by citizen curation of cultural heritage	Presentation of the SPICE project	https://www.aalto.fi/en/news/spice-promotes-social-cohesion-by-citizen-curation-of-cultural-heritage	AALTO

Date	Title	Description	Link	Partner
08/05/2020	Parte il progetto di ricerca europeo H2020 SPICE	Presentation of the SPICE project	https://www.celi.it/blog/2020/05/parte-il-progetto-di-ricerca-europeo-spice-sulla-citizen-curation/	CELI
01/11/2021	AIUCD 2021: al convegno annuale presentiamo il progetto SPICE	Presentation of the SPICE project at AIUCD 2021	https://www.celi.it/blog/2021/01/aiucd-2021-al-convegno-annuale-presentiamo-il-progetto-spice/	CELI
	Research project to allow groups at risk of exclusion to enjoy the Arts	Presentation of the SPICE project	http://www.open.ac.uk/research/news/project-allow-groups-risk-exclusion-enjoy-arts	OU
10/5/2020	Progetto SPICE, alla scoperta dei musei come strumento di inclusione sociale	Interview with Rossana Damiano to know the SPICE project	https://www.unitonews.it/index.php/it/news_detail/progetto-spice-alla-scoperta-dei-musei-come-strumento-di-inclusione-sociale	UNITO
	The SPICE EU Project	Project section of the web site of the HPC4AI project, which hosts a server deployed by SPICE as part of WP6	https://hpc4ai.unito.it/spice/2708/	UNITO
20/04/2021	Partnership & Research: SPICE Project	Project section of the IMMA website which introduces the project and IMMA's case study.	https://imma.ie/whats-on/spice-partnership-research/	IMMA

Table 2: Press releases published between M1-M12.

KPIs

	Expected Target M1-M12	Achieved
Press releases	1	7

2.2 Social Media: Twitter, LinkedIn, Instagram, YouTube

SPICE established three main social media channels in July 2020 (Month 3): Twitter, LinkedIn, and Instagram. Initially the project planned to have two channels, Twitter and LinkedIn. After

conversation with SPICE museum and heritage partners, Instagram was added as a channel as Instagram's primarily photographic format is favoured by museums and galleries as a means to engage audiences visually as well as connecting with a younger demographic.[3]

A YouTube account was established in December 2020 (Month 8) so that project videos could be uploaded and linked to from the main three social media channels. All consortium partners, as individuals and as organisations, are invited to contribute to the social media channels, including news items, relevant research and related projects, and sharing and reposting of SPICE content.

A shared document available to partners in the Member's Area of the SPICE website is used to collate and schedule suggestions for social media posts. Responsibility for the social media channels lies with the SPICE project management board but is executed day-to-day by IMMA in Work Package 8. Access to the project social media channels is monitored and reported-on using the analytical tools provided by each platform (see Section 6 Indicators below).

2.2.1 Twitter[4]

Description

The SPICE Twitter account (SPICE H2020, @SpiceH2020) is branded with the project logo and visual identity, and includes a short description, geographic locations of partners, and the project website link. The name and address of the account includes 'H2020' to communicate EC funding. The Twitter account is mainly used for text-based communication, using short, engaging texts and includes where relevant links back to the SPICE website so that content is useful and informative to users.

The account operates mostly in the present tense or short-term future – highlighting what is happening now or in the coming weeks. Posts to the account are intended to be frequent, followed by a steep increase in volume of tweets during events, workshops, conferences, and particularly active points in project research. The tone of the posts is informal, positive but professional. A central tenet of Twitter communication is to only post quality content related to the project's research, links to relevant content from the consortium's partners, and information relevant to SPICE stakeholders and future users.

In the first year of the project, content is organised into strands of communication: updates on work package developments, end-of-week activity reviews, live tweeting from conferences and events, relevant content recommendations during the week, and 'Sunday Reading' suggesting longer articles and papers to read at the weekend.

---

[3] https://www.statista.com/topics/3438/instagram-in-europe
[4] https://twitter.com/SpiceH2020

Fig. 1: An image of the SPICE Twitter profile.

Audiences

The Twitter account aims to engage primarily professionals in universities, research, museums, culture and heritage organisations but also outside that group – potential users and participants from a variety of social contexts, and an even wider group of members of the public with an active interest in culture, who may view one of SPICE's Tweets in their timeline. Posts on Twitter are scheduled via TweetDeck and in-app tools.

- Mutual follows by other EU Horizon 2020 projects include Culture Labs, ELEXIS, inDICES, MEMEX, and SO-CLOSE.
- Key stakeholder followers from the heritage sector include:
    - Julia Pagel (@JuliaPagel2), Secretary General of NEMO (Network of European Museum Organisations)
    - Italian Association of Digital Humanities (@AIUCD)
    - UNESCO and ERA Chairs on Digital Cultural Heritage (@UNESCO)_DCH_ERA Digital Heritage Research Lab at Cypress University of Technology, holding UNESCO and European Research Area (ERA) Chairs in Digital Cultural Heritage
    - DARIAH-EU (@DARIAHeu) Digital Research Infrastructure for the Arts and Humanities - Creating, connecting and sharing knowledge about culture and society
- Key stakeholder followers from community organisations include:
    - Veronica Crosby (@VeronicaCrosbie) Lecturer in ESOL and Intercultural Studies at Dublin City University; Chair of Universities of Sanctuary Ireland; Coordinator of the MELLIE Programme (Migrant English Language, Literacy and Intercultural Education)
    - Asylum Archive (@AsylumArchive)
    - Narrative 4 Ireland
    - Fighting Words

- A typically effective example of a @SpiceH2020 tweet was posted on 25th March 2020. The tweet reshared the SPICE video to its new followers. This tweet got 1,242 impressions (figure 2), and 36 engagements (an engagement rate of 4.3%), including profile clicks, retweets, likes and media engagements.

Tweet activity

SPICE H2020 @SpiceH2020
If you're new to the SPICE project, here's a short video, which explains some of the key concepts, and how we plan to develop citizen curation methods to promote social cohesion.

#SPICEh2020

https://www.youtube.com/watch?v=uIO1QiOecgI&t=56s ...

Impressions	1,242
Media views	3
Total engagements	36
Profile clicks	12
Retweets	5
Likes	5
Link clicks	5
Detail expands	5
Media engagements	3
Replies	1

Fig. 2: Tweet activity for a popular post from 25th March 2021.

- Interactions with project partner organisations' Twitter accounts have allowed for a greater number of impressions and wider reach for SPICE communications tweets where the project's content is relevant to the partner organization's own audience. An example is IMMA (@IMMAIreland – 32.4k followers) retweeting a post by @SpiceH2020 based on an IMMA magazine article on imma.ie website (figure 3). This post had 2,450 number of impressions and 50 engagements.

SPICE H2020 @SpiceH2020
Sunday Reading: Stories of Hospitality by Julie Daniels, from @IMMAIreland's Magazine. Daniel's explains how her PhD research informs her work as workshop facilitator of the MELLIE project for migrant language and culture exchange https://bit.ly/3ro7oXF

Impressions   2,450
times people saw this Tweet on Twitter

Total engagements   50
times people interacted with this Tweet

Fig. 3: Tweet activity for a popular tweet from 7th March 2021.

- Using the free app, Tweepsmap, we can analyse the national spread of @SpiceH2020 Twitter followers (figure 4). According to this analysis, the countries with the highest numbers of followers are the UK (24.2%), Italy (18.4%), Germany (13.5%), Ireland (10.6%) and Spain (9.2%). Other Partner countries have lower proportions of Twitter followers,

with Finland (6.8%), Denmark (1.9%) and Israel (0.5%). Actions to rectify these geographic imbalances are covered in Section 5 'SWOT analysis' below.
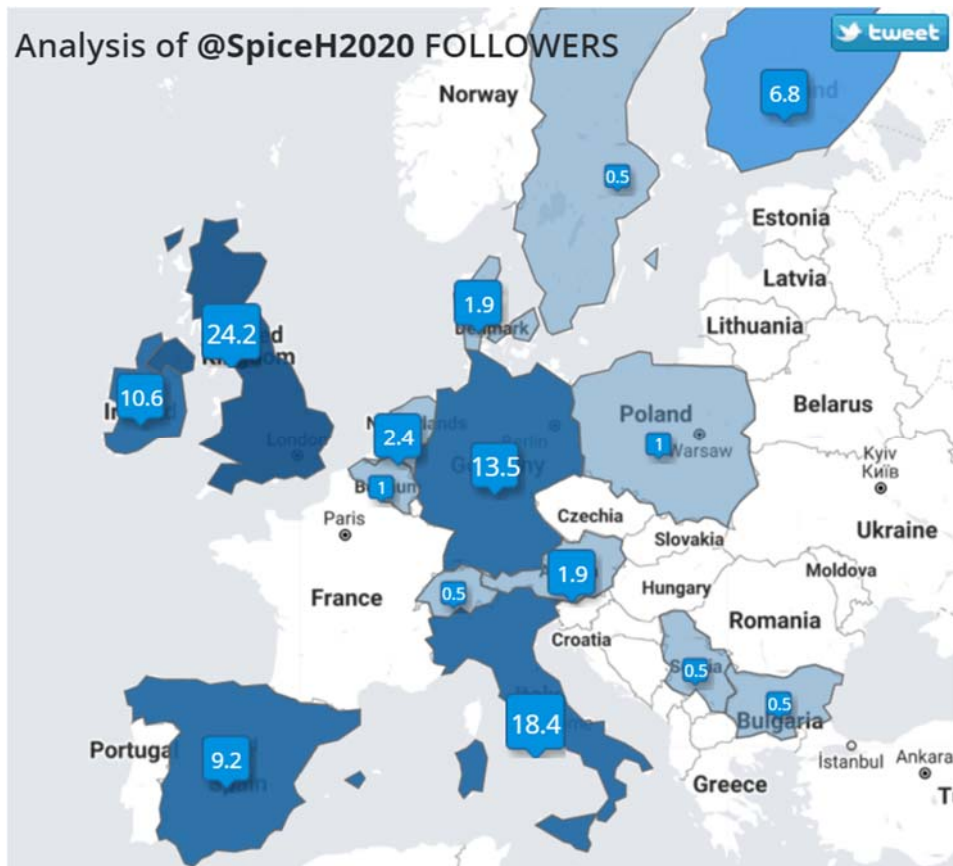
Fig. 4: Analysis of SPICE Twitter followers by European country.

Challenges

Through the first year of the project, it was difficult to maintain a frequent generation of rich and relevant content. This was due to the initial phases of the project being less public and so therefore not readily offering tweetable moments.

The impact of COVID-19 restrictions also meant that it was difficult to generate the typical tweets one might associate with the account of a research project. For example, pre-COVID, a Twitter account might often create multiple tweets around attending a conference in-person: tweets about the place where the conference is taking place, tweets about the journey to and from the conference centre, the pre-conference set up, with live tweets through the day, social photos of partner personnel at the conference, and round-up, post-conference tweets. When the conference is all online and virtual, the range of tweets that can be generated become more limited in terms of images and other engaging content.

@SpiceH2020 compensated for this challenge by editing imaginative screen shots of video conferencing. It is envisaged as the project activity becomes more public and COVID restrictions ease towards the end of 2021, it will be possible to significantly increase the amount of output from the @SpiceH2020 account. The Twitter account also regularly posted reading material

(essays, articles, blogs, news stories etc.) that aligned with SPICE values, aims or goals and were deemed of interest to our audiences as part of a 'Sunday Reading' series.

KPIs

	Expected Target M1-M12	Achieved
Genuine Followers	400	221
Tweets	180	133
Likes	600	466

2.2.2 LinkedIn[5]

Description

The LinkedIn company account (SPICE H2020) is branded with SPICE's logo and visual identity, with a short project description, listed as a Research project and geographically located to Bologna. The name of the account and its short descriptor include 'H2020' and 'Horizon 2020' to communicate EC funding. The LinkedIn account was envisaged to be mainly text-based communication, using longer texts and include where relevant links back to the SPICE website so that content is useful and informative to users. The channel also uses hashtags as part of the LinkedIn format.

The account operates mostly in the present tense or short-term future – highlighting what has just happened or will do so in the coming weeks. Posts to the account are intended to be less frequent than Twitter, but slightly longer individual posts with an increase in volume during events, workshops, conferences, and particularly active points in project research.

The content often combines and expands on a number of posts on Twitter. The tone of the posts is professional. LinkedIn communication also follows Twitter posts in only publishing quality content related to the project's research, links to relevant content from the consortium's partners, and information relevant to SPICE stakeholders and future users. In the first year of the project, content has been organised similarly to the Twitter feed, posting distinct strands of communication: updates on work package developments, end-of-week activity reviews, synopsis-type posts following on from conferences and events, relevant content recommendations during the week, and 'Sunday Reading' suggesting longer articles and papers to read at the weekend.

---

[5] https://www.linkedin.com/company/spice-h2020
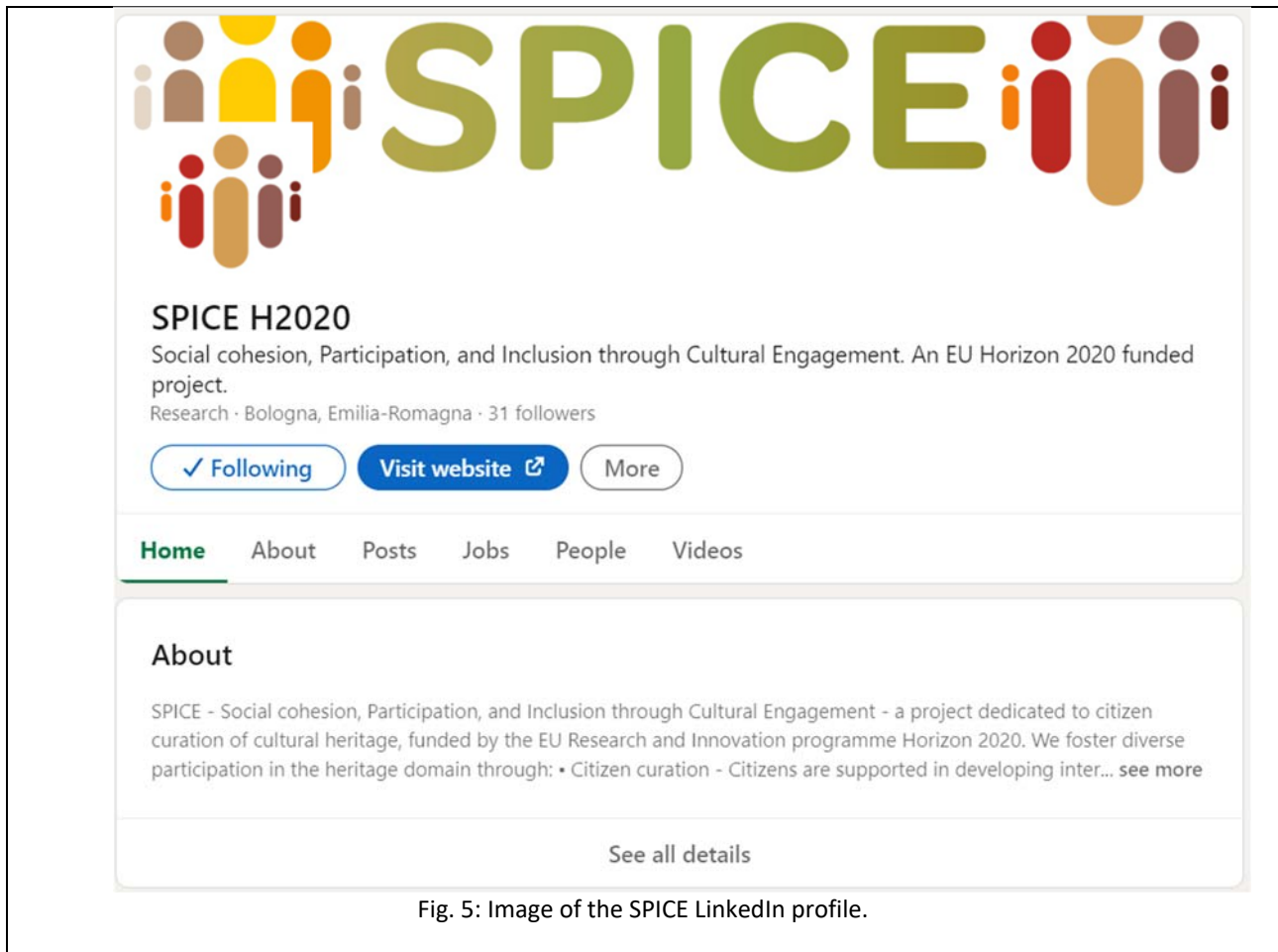
Fig. 5: Image of the SPICE LinkedIn profile.

Audience

While the SPICE H2020 account aims to create the widest possible network of LinkedIn users, it primarily addresses a professional audience involved in universities, research, technology, museums and heritage.

- At Month 12 of SPICE, the number of followers on LinkedIn is 31. Key stakeholder followers are drawn from research, university, technology and heritage sectors. SPICE posted 21 times on LinkedIn in its first year.

- The top SPICE H2020 post during this period was on 7th April 2021. The post highlighted Partner involvement in the 2021 MuseWeb conference, and tagged participating Partners and Partner Institutions to boost visibility (figure 6). It generated 51 impressions, 6 likes and an engagement rate of 17.6%.
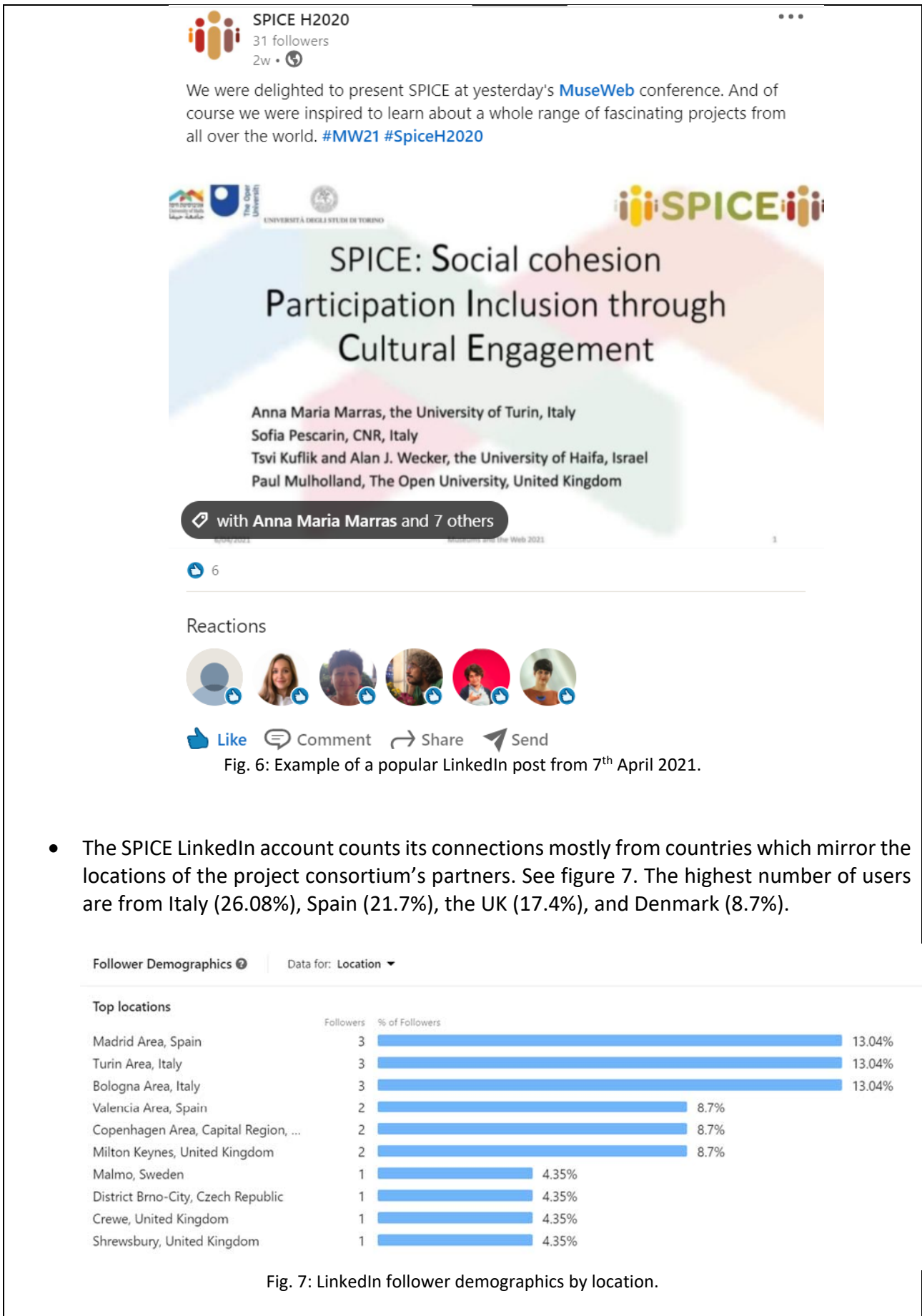
Fig. 6: Example of a popular LinkedIn post from 7th April 2021.

- The SPICE LinkedIn account counts its connections mostly from countries which mirror the locations of the project consortium's partners. See figure 7. The highest number of users are from Italy (26.08%), Spain (21.7%), the UK (17.4%), and Denmark (8.7%).
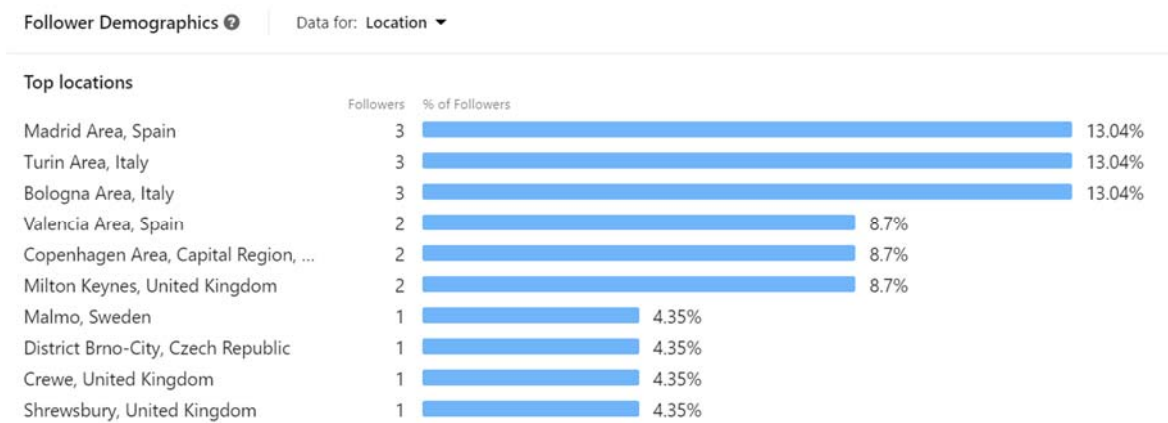
Fig. 7: LinkedIn follower demographics by location.

- LinkedIn connections come mainly from the areas of Research (28%) and Education (20%), and other job functions include Information Technology, Arts and Design and Media and Communication (all 8%). See figure 8.
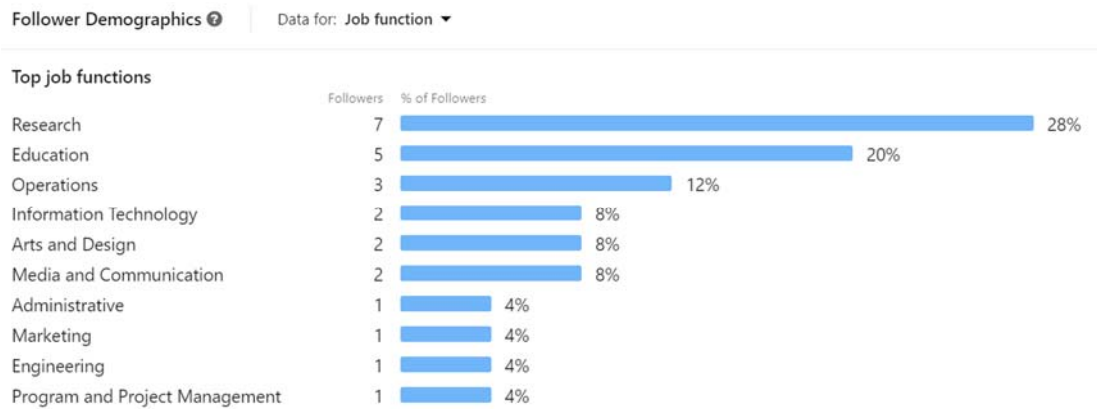
Fig. 8: LinkedIn follower demographics by job function.

Challenges

At the start of the project, there was a complication in setting up a LinkedIn company page. Unlike Twitter, it was not possible to create an account that wasn't tethered to the personal account of one of the project's personnel. As a result, an individual account was created for SPICE which was able to post and attract engagement from other users but was not categorized as a company page. As a result, when new administration tools were made available within the app, the project partners decided to merge the individual account with the formal company account, posting content across from the former to the latter. This process is now complete and one single active account, representing the project as a company and outputting posts.

KPIs

	Expected Target M1-M12	Achieved
Connections	75	31
Posts	35	21
Likes	70	43

2.2.3 Instagram[6]

Description

The Instagram account (SPICE Project, spice_h2020) is branded with SPICE's logo in its profile image, with a short project description. The address of the account and its short descriptor include 'h2020' and 'EU H2020' to communicate EC funding. The Instagram account was envisaged as almost entirely visually-based communication channel, using images in the square photograph format of the app. The images used can be photos but also illustration, logos, graphics, screengrabs or an image of text. The attached text is usually longer than Twitter and often is a compound of the content published on Twitter as a series of several posts. Instagram is an

---

[6] https://www.instagram.com/spice_h2020/

effective platform for communication through moving image and video, with live-Instagramming providing another means to communicate about workshops, events or other related project activity.

The account communicates primarily visually and spontaneously, with images that should stand out when scrolling down the feed, and using attached text content to convey what is happening in the present tense or what is about to happen. Posts to the account are intended to be less frequent than Twitter and LinkedIn, but with higher output during events, workshops, conferences, and particularly active points in project research. The tone of the text in posts is informal but professional. Instagram communication follows Twitter and LinkedIn posts in only publishing content related to the project's research and relevant to SPICE stakeholders and future users. In the first year of the project, content has been generated where an image could be created to represent the activity or content being communicated.
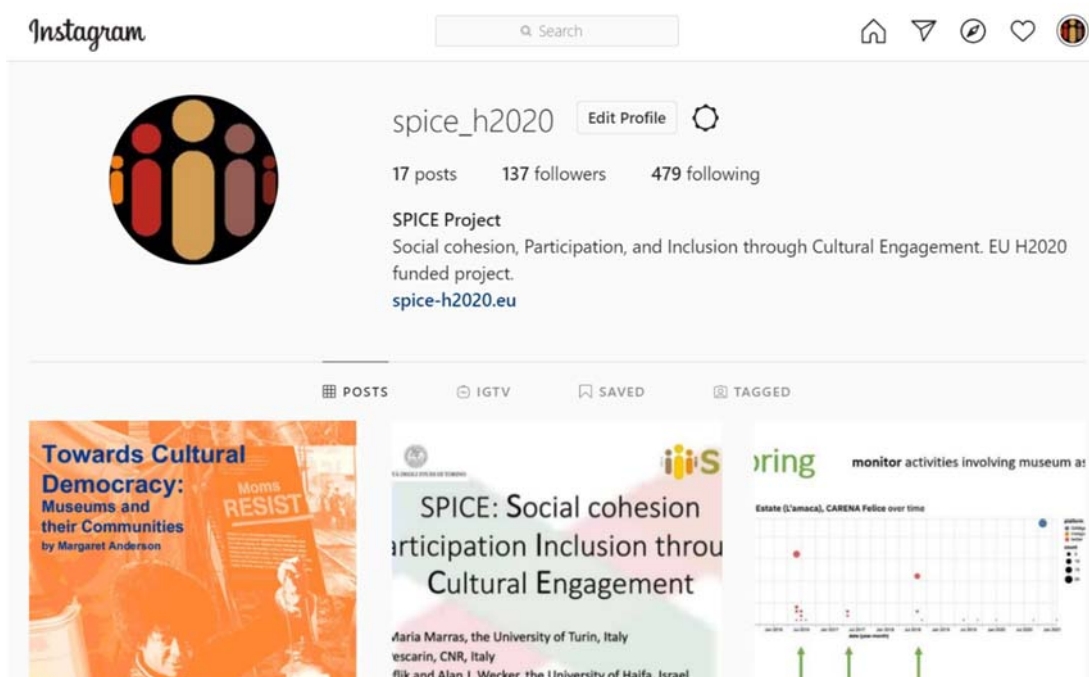
Fig. 9: Image of the SPICE Instagram profile.

Audience

The Instagram account aims to communicate with the widest possible set of users, and to this end it is addressing a general public, albeit often with an active interest in culture and heritage.

- Posts on Instagram are scheduled using internal documents and calendars.

- At Month 12 of SPICE, the number of followers on Instagram is 137. spice_h2020 follows 479 Instagram accounts. spice_h2020 posted 17 times on Instagram in its first year.
- The top spice_h2020 post during that period was from 7th April 2021. The post was about a SPICE presentation at the 2021 MuseWeb conference and received 18 likes and engagement from a museum follower (figure 10).

Fig. 10: Example of a popular Instagram post from 7th April 2021.

Challenges

Shortly after the project began, Instagram was added to SPICE's social media channels on the suggestion of the consortium's museum and heritage partners. Due to the visual nature of the platform, it is an especially strong channel for communicating artefacts, artworks, built heritage and nature, as well as education workshops, community activities, and cultural gatherings. However, due to the start-up phase of the project in the first year, it was challenging to generate stimulating visual images as there was not the high frequency of workshops or public events from which to create images.

As with other social media channels, COVID-19 restrictions also radically reduced the usual type of images one might generate from research project activities such as workshops, meetings, and conferences. When that activity is all online and virtual, image-making was limited to screenshots. A free stock photo site was also used to create additional visual content (pexels.com) where appropriate.

Instagram also proved challenging as the text format attached to the image does not facilitate hyperlinks. As with Twitter, it is envisaged as the project activity becomes more public and COVID restrictions ease towards the end of 2021, it will be possible to significantly increase the generation of quality visual output from the spice_h2020 account. Instagram also remains a popular social media platform and is therefore still considered important in communicating SPICE to a wider public.

KPIs

	Expected Target M1-M12	Achieved
Genuine Followers	350	137
Posts	35	17
Likes	500	236

2.2.4 YouTube[7]

Description

A YouTube channel (SPICE Consortium) was created for the project partners to host SPICE video content centrally and publicly. The channel is branded with SPICE's logo in its profile image, with a longer project description stating that SPICE is an EU funded Horizon 2020 project. There is a link to the SPICE website and a link to the list of partners on the website. In the first year of the project, the channel was not used as a primary communication method but as a hub to host videos produced to promote the project. Two of the project's primary social media accounts, Twitter and LinkedIn, post links to videos uploaded on the YouTube channel. The video 'SPICE - Social cohesion, Participation and Inclusion through Cultural Engagement': An Introduction' is available on the SPICE channel: https://youtu.be/uIO1QiOecgI and is detailed in deliverable D8.9 (see figure 9).

As the SPICE project progresses from Month 13 to its conclusion in Month 36, the project will start to generate more video and audio content about research activities and events. It is envisaged that the YouTube channel will continue to be the public base for that content, and that the project's other social media channels will continue to link to the YouTube content.

---

[7] https://www.youtube.com/channel/UCk04KJW9dcBDMdw0baBH_Tw

Fig. 11: Image of the SPICE video on YouTube.

KPIs
N/A

2.3 Event-related: Conference, webinar, workshop

In the first year of the project, as research was starting and before significant data and results have been generated, event-related activities have essentially communicated the project's objectives and methods, as opposed to dissemination of its progress or results. As the SPICE project progresses into year two and subsequently towards a conclusion, we expect these types of event-related activities to become increasingly about the project's dissemination, therefore a number of these actions can also be reasonably considered as dissemination activities, and therefore are also included in Deliverable 8.2 'Exploitation and Dissemination Activities.'

SPICE partners engaged in seven event-related activities during M1-M12:

#	Date	Event	Title and/or description of contribution	Audiences	Partners
1	15/06/20	From So Far to So Close. Addressing the Refugee Phenomenon: History, Sociology, Technology The conference was hosted by the H2020 project SO-CLOSE.	'Cultural Heritage and Digital Media. Building Synergies among H2020 Projects' Paul Mulholland (OU) participated in a virtual-format roundtable discussion and made a presentation outlining the key concepts of SPICE.	Education sector and peer-H2020 projects	OU
2	29/10/20	SPICE Mini-conference I	AALTO and AAU hosted a webinar to establish a set of evaluation protocols based on the outputs of workshop participants and to later implement these results in SPICE's actual case studies. The webinar comprised four workshops related to culture interpretation and curation methods based on SPICE's respective case studies, including Citizen Curation Methods, Persona Development along with Users, Communities and Stakeholders, Charting Activities in Context through UX and Service Maps, and User Interface Design. The webinar created a forum for communication about curation practices and associated challenges, and displayed a selection of the content with which SPICE's museum partners aim to engage the public.	Education sector and project partners	Led by AALTO and AAU with SPICE consortium
3	05/11/20	Videogamelab – UnVirtual Realities	Presentation of SPICE Sofia Pescarin (CNR) participated at UnVirtual Realities in the Videogamelab workshop that involves researchers and video game developers and SPICE was presented.	Educators	CNR
4	11/11/20	Workshop: Strumenti, strategie e tecnologie per la fruizione e la didattica dell'arte e della storia dell'arte	Presentation of SPICE at the Italian workshop organized by University of Roma Tor Vergata and Università San Raffaele, with the support of ICOM Italia	Educators; academic researchers	UNITO
5	27/01/21	5/5/ Hacking Social Innovation, iNOVA Media Lab webinar	SPICE Presentation Lily Diaz-Kommonen (AALTO) participated as guest speaker in the iNOVA Media Lab webinar	Educators; digital heritage; public with	AALTO

			'5/5/ Hacking Social Innovation.' SPICE was one of the projects outlined. The webinar featured five representatives from five innovation laboratories in five countries: Along with Aalto Media Lab, there was MIT & Engagement Lab (USA), Innovation Cube (Brazil), Polifactory (Italy), and hosts iNOVA Media Lab (Portugal). The objective was to encourage direct sharing among speakers and participants about innovation challenges and solutions.	an active interest Attending the webinar was open to everyone with free registration.	
6	23/03/21	SPICE Mini-conference II	AALTO and AAU hosted a webinar to establish a set of evaluation protocols based on the outputs of workshop participants and to later implement these results in SPICE's actual case studies. The webinar comprised five workshops dedicated to examining the aspects of the citizen curation activities conducted by the case studies' museums with their end-user communities based on mock-up scenarios as well as exploring the best ways to combine interpretation and reflection methods, related activities and mock-ups in a 'user-journey loop'.	Education sector and project partners	AALTO; AAU with SPICE consortium
7	22/04/21	The Web Conf: Developers Track	Presentation of SPICE output: SPARQL Anything. Enrico Daga (OU) presented the SPARQL Anything Project, developed within the activity of WP4.	Educators and information technology sector	OU

Table 3: Event-related activity between M1-M12.

KPIs

	Expected Target M1-M12	Achieved
Project workshops (local or part of conferences)	2	6
Attendees per workshop	10	27

2.4 Website[8]

At the centre of the SPICE project's communication channels is the website, spice-h2020.eu (figure 12). The website was created at the start of the project and went online in July 2020. The website is fully described in the deliverable D8.1 Project Website. The look of the website is in line with the visual identity of the project. The website address contains 'h2020.eu' communicating EC funding and the homepage has an EU flag logo with the text: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme (Grant Agreement N. 870811).' The website is continuously maintained by UNIBO with content contributions from several partners. The website is operated through the English language.

The project website is the key tool and hub for publicly communicating information about the project itself, its research, activities, and events. Social media posts regularly link to the relevant content on the website. Each page has a 'Contact Us' button or form to subscribe to newsletters. There is a quick links menu at page-end and the Privacy Policy is provided under the heading 'Support.' The website is organised with the following page headings to communicate the following content:

- **Homepage** – Heading with short descriptor of the project; Video outlining the project (Deliverable 8); Descriptions of key concepts of project: Citizen Curation, Co-design, and Social cohesion; Description of design citizen curation methods; Outline of key stakeholders, participants and audience 'To whom we talk.'
- **Partners** – logos of the project consortium partners which link to their respective organisations' websites, and consortium third party organisations.
- **Research** – Introduction to the project's objectives, methods and technologies; Case Studies organised under the relevant partners' home countries; Work Packages with a short descriptor of WP1 to WP9; Publications featuring papers from project researchers organised by year; Deliverables where materials produced by the project can be downloaded, identified by deliverable number and title and organised by year.
- **Outreach** – News and updates about what is going on in the project including links to content from Newsletters; Form to subscribe to SPICE newsletter.
- **Events** – Press and media featuring links to coverage of the project; form to subscribe to SPICE newsletter.

Following internal discussions and feedback, modifications have been proposed to the SPICE website to give more prominence on the homepage to news, social media and newsletters.

---

[8] https://spice-h2020.eu/

The website also contains a non-public 'Members Area' which can be accessed by partners. The Members Area contributes to the projects' internal communication providing a secure online space for consortium partners to share and collaborate on research documents. The Members Area also contains a project management tool for project research coordination (D7.2, 4. Integration of the Project Management Tool).

Access to the project website is monitored and reported on using Google Analytics. The number of website views was 9,579, the number of individual visitors was 2,173 (see appendix 7.3).
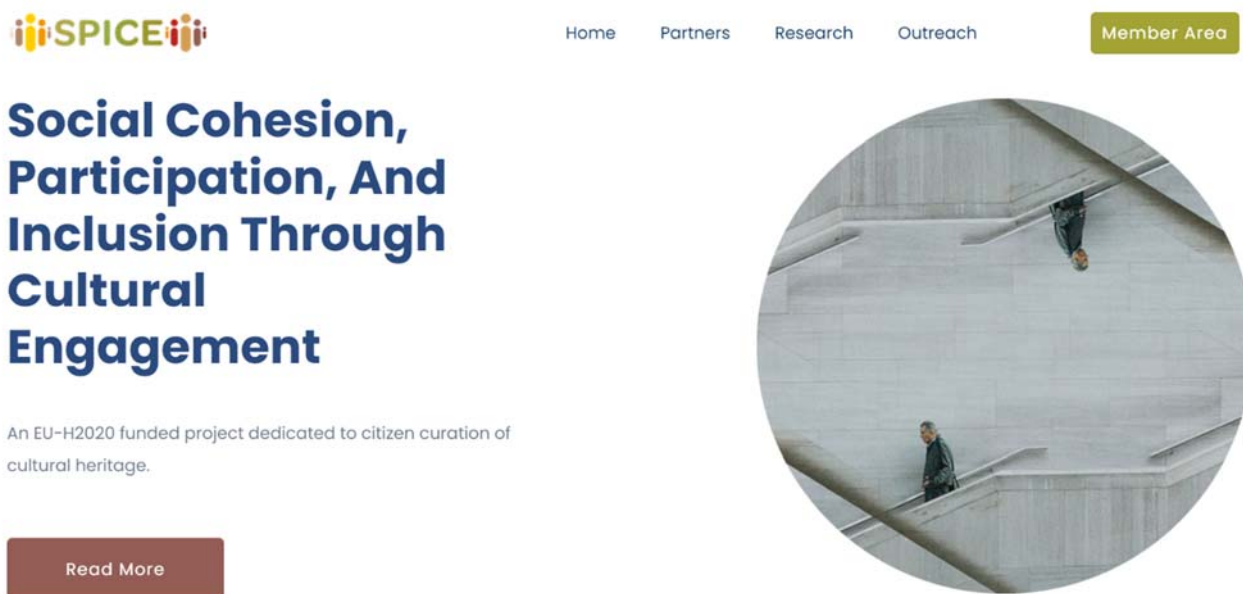
Fig. 12: Image of the SPICE project website.

KPIs

	Expected Target M1-M12	Achieved
Views	200	9579
Visitors	100	2173

2.5 Newsletter: Regular themed newsletters

The electronic newsletter is one of the project's key communication channels. The newsletter is published fortnightly and includes recent news from the projects, often themed with a focus on a specific work package ('Focus on' series) or with recommendations of content related to the project and may be of interest to the subscriber ('SPICE Recommends' series). The latter is particularly useful until the project is in a position to share its own results or findings. In the first reporting period, 10 newsletters were published and are all available for download from the website spice-h2020.eu. The website contains numerous points through which to subscribe to the newsletter.

Newsletters created and distributed between Months one to 12 are outlined as follows:

#	Date	Title of newsletter	Description
1	02/09/20	SPICE is launched	First newsletter announcing the project and with the purpose of building the SPICE subscribers database
2	23/10/20	SPICE Webinar	Encouraged subscribers to sign up for this SPICE webinar, which will take place on October 29th
3	30/11/20	Focus on Work Package 4	Description of SPICE Work Package 4, objectives and relations with other Work Packages
4	04/12/20	SPICE Recommends I	Sharing with subscribers a series of recommendations of projects, articles, webinars, etc., that may be of interest
5	23/12/20	SPICE Workshop Resume	SPICE: from case studies to real solutions and protocols
6	11/01/21	SPICE Recommends II	Starting the new year by sharing with subscribers a series of recommendations of projects, articles, webinars, etc., that, in some way, are connected with the SPICE project
7	29/01/21	Focus on SPICE Work Package 2	Introducing Work Package 2, whose job is formulating the theoretical framework to apply interpretation and reflection methods for citizen curation
8	19/02/21	SPICE Recommends III	Want to know more about citizen curation? Do you want to know what is being done around the world to foster participation in the heritage domain? Do you need more sources to inspire you or new tools to work with? Don't miss SPICE's new recommendations
9	05/03/21	Focus on SPICE Work Package 6	Description of SPICE Work Package 6, objectives and relations with other Work Packages
10	19/03/21	SPICE Recommends IV	Share of a series of recommendations of projects, articles, webinars, etc.

We have seen the steady improvement of opening rates and views of the newsletter over time (and therefore an increasing efficacy of the newsletter as a method of communication) using analytics provided by Mailchimp, the email marketing platform. For instance:

- Opening rate of newsletters has almost doubled from 24% in Newsletter 1 to 43% in Newsletter 10.
- Average views of newsletters rose by a third in the first year, from an average of 11 in newsletters 1-5, to 33 in newsletters 6-12.

KPIs

	Expected Target M1-M12	Achieved
Subscribers	110	105

2.6 Scientific Presentation: Presenting papers, talks and professional forum

During the first reporting period of this deliverable, SPICE partners took part in six activities related to scientific presentations. These activities involved the presentation of papers and interactions with peer professionals and are fully described in D8.2.

KPIs

	Expected Target M1-M12	Achieved
Emerging scientific collaborations, project synergy generations, new partners, new networks	5	6

2.7 Scientific Publications: Published papers

As with section 3.5 above, this methodology can also be understood as a dissemination activity, though in this first stage of the project we see published papers as communicating SPICE concepts and aims. The SPICE consortium is progressing well here, with four papers published between Months 1 and 12. Further details of the published papers are included in D8.2.

KPIs

	Expected Target M1-M12	Achieved

Articles in renowned journals, conference proceedings, books, monographs & reports	2	4

2.8 SPICE Stakeholders Engagement

A number of opportunities to gain feedback have been taken with SPICE stakeholders in cultural heritage. During these meetings, core concepts of SPICE such as Citizen Curation and Co-Design are communicated, feedback has been sought after showing initial mock-up sketches of a possible SPICE interface. This was the first of what will be a series of consultations with IMMA museum professionals experienced in engaging the public and creating opportunities to interpret the collection.

Engagement with community organisations working with potential user groups has also been initiated, with IMMA contacting and meeting with three organisations to discuss working with these organisations to trial SPICE tools and methods with users who are traditionally excluded from participating in cultural heritage, such as asylum seekers and children with long-term illnesses.

Date	Institution/ Organisation giving feedback	Description	Partner involved
21/01/21	IMMA	Visitor Engagement Team introduction to scripts and giving feedback on preliminary sketches of suggested interfaces and activities	IMMA, OU
08/04/21	The Glucksman Gallery, University College Cork	Senior Education Curator Tadhg Crowley shown mock up interfaces presented at mini-conference #2 and gives feedback The Glucksman is a leading Irish museum for creative learning and access to the visual arts.	IMMA, OU
05/04/21	Hecht Museum, University of Haifa	Museum staff gave feedback on SPICE ideas	HU
16/04/21	IMMA	Collections Curator Johanne Mullan gives feedback on mock-up interfaces	IMMA, OU
21/04/21	DMH	Mediators gave feedback on SPICE sketches and ideas	DMH, AALTO
09/03/21	MELLIE (Migrant English Language, Literacy and Intercultural Education) Programme, run by Dublin City University	Coordinator of the MELLIE Programme was contacted with a proposal for a future collaboration that would have user groups (typically those seeking asylum) work with SPICE tools and methods to engage with IMMA's collection.	IMMA

06/04/21	Fighting Words	Fighting Words was contacted as a potential collaborator which works nationally with children and young people from socio-economically deprived communities. Fighting Words is an Irish charity that provides free tutoring and mentoring in creative writing and related arts to as children, young adults, with a particular emphasis on those with special needs.	IMMA, OU
06/04/21	Narrative 4	Narrative 4 was contacted to explore the potential for collaboration, particularly exploring the concept of empathy within the SPICE project. Narrative 4 is an Irish charity which uses Story Exchange, an evidence based methodology, to teach young people social and emotional skills and create empathy.	IMMA, OU

Table 4: Stakeholder engagement between M1-M12.

KPIs

	Expected Target M1-M12	Achieved
Number of heritage institutions giving feedback on SPICE tools and methods	0	5
Number of community groups and organizations contacted about SPICE	5	3
Number of visitors to the case study museums informed about SPICE	50	0
Number of schools and teachers giving feedback on SPICE	5	0

2.9 SPICE networking with other European Union projects

During communication activities in year one, SPICE partners interlinked with and referred to Horizon 2020 peer projects, previous EC-funded projects, and EU-funded resources:

- **Event-related:** International Conference 'From So Far to So Close. Addressing the Refugee Phenomenon: History, Sociology, Technology' University of Barcelona Paul Mulholland, as detailed above in 3.2, 15/06/20.
- **Social Media (Twitter, LinkedIn):** Retweets/ posts regarding the H2020 project SoCLOSE and its Round Table 'Accessibility for Migrants and Refugees' along with Re_Build, REFUGE_ED (@ed_refuge) and TRACTION (@TRACTION_EU), 19/01/2021.
- **Social Media (Twitter, LinkedIn):** MuseumNext post referenced previous project EMOTIVE (2016-2019 - @emotive_eu), referred to above in Section 2.2, 26/2/2021.
- **Social Media (Twitter):** SPICE exploring 'family' theme in some initial research activity linked to exhibition by Europeana (@Europeanaeu) with 2,306 impressions, 07/03/21

3. Indicators

There are 27 key performance indicators related to communication and dissemination activities. These are listed in Appendix 7.1 together with the overall target for the full 36-month period of the project, and the total achieved in the first reporting period.

We use a number of analytic tools to monitor our communication channels and ensure they are being used effectively. These tools enable us to measure if we are approaching quantitative targets and evaluate qualitatively to what degree we are engaging with our target audiences. The main indicators with which we can measure constantly and thus be able to improve our communication, relate to online channels, such as the website, social media, and email newsletter, though there are other methods of tracking progress against our indicators through partnership management.

3.1 Website

Google Analytics is used to analyse, visualise and communicate our website traffic to the other members (appendix 7.3).

3.2 Social Media

The respective native analytic tools from Twitter (appendix 7.4) and LinkedIn (appendix 7.5) are used to analyse, visualise and communicate our audience engagement metrics to the other members. Unfortunately, Instagram does not currently provide in-app analytics for the non-business account that SPICE has, but from Months 13-36 we will be using looking to use an external social media management tool to access reports on Instagram activity.

Twitter analytics allow us to monitor the efficacy of our communication on this platform over time, both in terms of the extent of the project's reach (through number of followers and tweet

impressions) and the depth of engagement (through mentions, retweets, and likes). See figure 13 below.
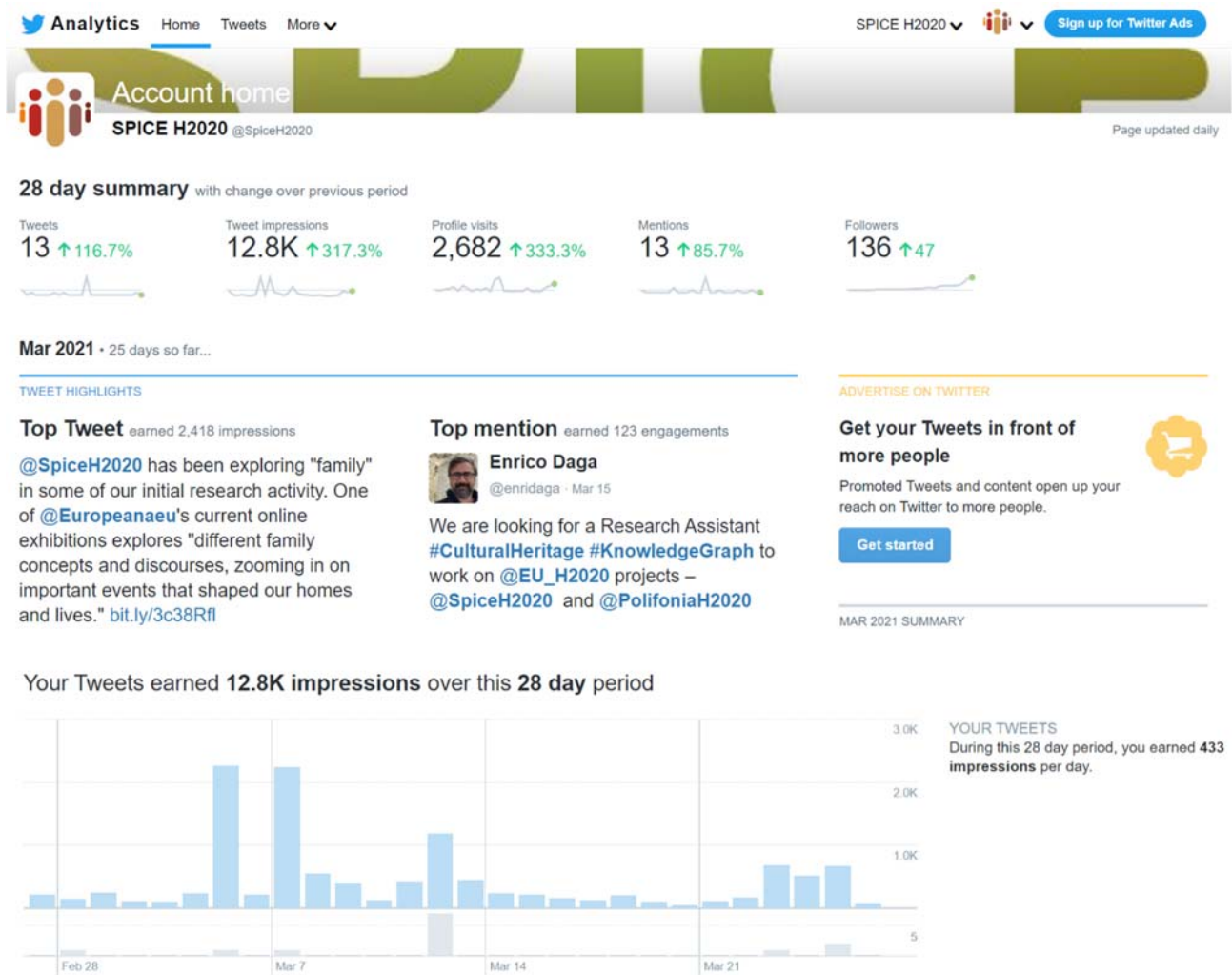
Fig. 13: Image of Twitter analytics for March 2021.

LinkedIn analytics reveal professional categories of visitors to the SPICE company profile. As would be expected, the target audiences reached by this platform tend to come from professional backgrounds related to Education and Heritage institutions. Other platforms, such as Twitter and Instagram have better reach for a public with an active interest in culture and community organisations etc (see figure 6 above).

Analysis of the location of followers of the SPICE profile on LinkedIn indicates the need to reach professional audiences in the geographic trial areas of Ireland, Israel and Finland. This will be achieved by increasing posts and activity related to case studies in these areas (see figure 5).

3.3 Newsletter

Using the email marketing platform Mailchimp, we can access detailed analytics and reports that enable us to track the total number of recipients, as well as monitoring the open rate, and tools for gauging interactivity with the newsletter such as how many times it has been forwarded, or how many have clicked on the links contained in each newsletter etc.

3.4 Shared revision tools

Other methods by which indicators can be tracked and measured include monthly WP8 meetings, in which recent communication activity and future actions can be discussed by all partners. At each WP8 meeting, partners evaluate progress and challenges over the last month related to communication activities, with reference to a shared document 'Results and KPI Revision' in which T8.4 KPIs and actions are listed comprehensively. This document is a shared revision tool that each partner updates after completing a communication action, ensuring all partners have access to the most up-to-date information regarding progress on communication KPIs.

4. SWOT analysis

In order to evaluate the SPICE communication strategy, we can identify the internal and external factors that are favourable and unfavourable in achieving the project's stated communication objectives.

Strengths	Weaknesses
SPICE is performing well in the following KPIs: - website views and visitors - event-related activity - academic conference presentations SPICE is achieving depth of engagement in certain areas: - Interest in newsletter (increasing opening rates) - Twitter engagement and interaction with MuseumNext conference	Social media activity is failing to reach KPIs, due to impact of Covid-19 on museum closures and a resultant lack of engaging content generation Uneven target audience reach - Preliminary analysis shows SPICE is communicating to Educators, but less well to heritage organisations and social groups. Uneven reach in geographic trial areas - Preliminary analysis shows certain SPICE channels are reaching certain partner countries more than others (see sections 2.2.1 and 2.2.2 above).
Opportunities	Threats

Increased workshop activity will provide SPICE content for communicating the project to an actively engaged public, heritage institutions and social groups	Danger of insufficiently communicating project to heritage organisations and social groups due to underdevelopment of social media channels etc.

Table 5: SWOT analysis.

Based on this SWOT analysis, several weaknesses can be addressed. Actions contained in the revised communication plan will ensure revised and updated use of methodologies effectively target shortfalls such as uneven target audience reach.

Channel: Methodology	**Main Audience Reached (M12)**	**Actions (M13 onwards)**
3.1 Media Coverage: Press release	Educators	Create a press-kit to be hosted on website and shared via newsletter and social media
3.2 Social Media: Twitter, LinkedIn, Instagram (YouTube)	Public (general and active interest), Heritage Institutions, Educators and Organisations	Increase our community (followers) on social media in certain partner countries by 100% in the period M13-M24 compared to M1-M12 by targeted follow-back activity, cross-promotion by selected partner organisations.

Increase consistency by scheduling regular posts and using social media management tools. |
3.3 Event-related: Conference, webinar, workshop	Educators	Increase the event production by 50% during M13-M24 and other 50% during M25-M36.
3.4 Website: spice-h2020.eu	Public (general and active interest), Heritage Institutions, Educators	Update and optimise website, to ensure prominent placing of newsletter subscription and social media links.
3.5 Newsletter: Regular themed newsletters	Public (general and active interest), Heritage Institutions, Educators	Increasing the database by 80% during the period M13-M24 and by 150% during M25-M36.

3.6 Scientific Presentation: Presenting papers, talks and professional forum	Educators	Increase the network of partners and contacts through Emerging Scientific Collaborations and Project synergy generations.
3.7 Scientific Publications: Published papers	Educators	Increase by 10 and 20 publications in the periods M13-M24 and M25-M36 respectively.
3.8 SPICE Stakeholder Engagements: Workshop, presentation	Heritage Institutions, Educators	Hold at least 5 meetings with community groups and organizations during the M13-M24 period and increase by 200% during the M25-M36 period. Creating a survey for heritage institutions and schools and teachers to get at least 5 responses during the period M13-M24. Increase responses by 200% during M25-M36.

Table 6: Methodologies, audiences and actions in response to SWOT analysis.

5. Conclusions

5.1 Summary of contributions

M1-M12 focussed on the first 'Presentation' phase of the project's three phase strategy, in which we defined a communication plan with a presentation to the media and established and activated the various communication channels of SPICE (social media, website, newsletter etc.). To summarise the analysis of communication methods outlined above:

a) The communication activities by which SPICE project has successfully met or surpassed its KPIs, and thereby reached its target audiences are as follows:

- Media coverage (press releases)
- Website
- Event-related activity
- Peer-reviewed scientific publication
- Scientific conference presentation

b) The communication activities in which SPICE has not met its M12 KPIs are as follows:

- Social media (Twitter, LinkedIn, Instagram)
- Engagement of SPICE stakeholders
- Email newsletter
- Communication material uses (leaflets, posters etc.)
- EC policy brief

The target audiences reached successfully by the methodologies listed in a) above can be summarised as Educators, especially university researchers working in areas such as Digital Humanities, Cultural Heritage, Information Technology etc. However, the success of the SPICE website is an exception to this, which has a much broader reach across target audiences. According to analysis of communication methods, SPICE is currently communicating less effectively to Heritage Institutions, Public with an active interest in culture and community organisations through the methodologies listed under b), which have not met the corresponding targets.

Overall, communication activity was focussed in the academic domain during the first phase. Presenting the project in this context made sense while cultural heritage institutions were closed and engagement with social groups and museum audiences was limited to online activity. As stated above, visual platforms such as Instagram are better suited to the second phase of the SPICE project in which we promote the participation of heritage institutions, social groups, the general public interested in culture and members of the educational community.

In addition, steps have been taken to address the failure to meet certain KPIs, outlined in the communication plan below.

To improve future analysis and evaluation of communication activities, we will be developing a monitoring system to ensure we are effectively reaching each of our desired target audiences. This will involve both quantitative analysis of communication methods and qualitative analysis of audience type, based on table 6 above.

In the upcoming months, we will be exploring efficient methods of drilling down into the audiences we are reaching, using analytic tools to estimate the respective numbers of each audience being reached through SPICE communication activity.

The effectiveness of SPICE communication and evaluation activities will be reviewed on a monthly basis at WP8 meetings. These meetings will provide regular opportunities to broadcast to partners actions to be taken if necessary to address shortfalls etc. Each subsequent iteration of this deliverable will provide an assessment of the implementation of the previous plan, and provide targets for the forthcoming period. Periodic evaluation is undertaken to guarantee that all our stakeholder communities are reached and provided with appropriate information. It also has an important to play in shaping future iterations of the communication plan by providing feedback on what works and what needs refinement.

5.2 Looking ahead to M13-M24

Looking forward to M13-36, as we continue with the second phase of the communication plan, in which we focus on communicating the processes being carried out by SPICE and its partners to promote the participation of heritage institutions, social groups, the general public interested in culture and members of the educational community, it is vital we continue to use SPICE communication channels to maximise the impact of our communication. The efforts to succeed will be measured in the deliverables by means of quantitative indicators that will take into account media coverage, participation in international conferences, contributions to peer-review and other media exposure.

Addressing the uneven engagement with SPICE target audiences outlined above, we will work to carry out individual roadmaps outlined in the Communication Plan below (Appendix 7.2), with a particular focus on the roadmaps and actions addressing Heritage Institutions and Community Organisation audiences.

5.3 Communication Plan

The communication plan has been defined with the participation of all partners and led by the leaders of WP8. It is included in full as appendix 7.2 below. In summary, this is a revised plan tackling relevant aspects such as target audiences, key messages and communication channels for SPICE. The plan sets out the three phases of the communication strategy:

- Presentation
- Start-up and attraction
- Dissemination of results

Across these phases, qualitative goals are identified, e.g. 'communicating the importance of citizen participation in the creation of curatorial projects of cultural heritage' and quantitative goals are specified for each communication channel.

Furthermore, the plan establishes the proper methodology and tactics to reach each target audience - primarily heritage institutions, community organisations and excluded groups, public with an active interest in culture, and educators - as well as additional roadmaps, with attendant actions, associated with the audience segmentation. The plan is continuously updated based on the evolution of SPICE and the objectives reached.

6. List of Tables and Figures

Tables

Table 1: Communication methodologies and audiences reached.

Table 2: Press releases published between M1-M12.

Table 3: Event-related activity between M1-M12.

Table 4: Stakeholder engagement between M1-M12.

Table 5: SWOT analysis.

Table 6: Methodologies, audiences and actions in response to SWOT analysis.

Figures

Fig. 1: An image of the SPICE Twitter profile.

Fig. 2: Tweet activity for a popular post from 25th March 2021.

Fig. 3: Tweet activity for a popular tweet from 7th March 2021.

Fig. 4: Analysis of SPICE Twitter followers by European country.

Fig. 5: Image of the SPICE LinkedIn profile.

Fig. 6: Example of a popular LinkedIn post from 7th April 2021.

Fig. 7: LinkedIn follower demographics by location.

Fig. 8: LinkedIn follower demographics by job function.

Fig. 9: Image of the SPICE Instagram profile.

Fig. 10: Example of a popular Instagram post from 7th April 2021.

Fig. 11: Fig. 10: Image of the SPICE video on YouTube.

Fig. 12: Image of the SPICE project website.

Fig. 13: Image of Twitter analytics for March 2021.

7. Annexes

7.1 KPIs

Activity	KPI	Expected target M1-M12	Expected target M13-M24	Expected target M25-M36	Overall target	Accomplished KPIs

						M1-M12
Communication and dissemination activities						
Media coverage	*Press articles*	1	2	3	6	7
Social media	**Twitter**:					
	Genuine Followers	400	500	700	1600	221
	Tweets and Retweets	180	200	300	680	133
	Likes	600	1000	1800	3400	466
	LinkedIn:					
	Connections 1st	75	150	250	475	31
	Posts	35	50	50	135	21
	Likes	70	140	200	410	43
	Instagram:					
	Genuine Followers	350	450	600	1400	137
	Posts	35	50	50	135	17
	Likes	500	750	1000	2250	236
Website	*views*	200	2000	6000	8200	9579
	visitors	100	1000	3000	4100	2173
Event-related	*Project workshops (local or part of conferences)*	2	4	8	14	7
	Attendees per workshop	10	10	10		27
Engagement of SPICE stakeholders	*Number of heritage institutions giving feedback on SPICE tools and methods*	0	5	15	20	5
	Number of community groups and organizations contacted about SPICE	5	5	10	20	3
	Number of visitors to the case study museums informed about SPICE	50	150	400	600	0
	Number of schools and teachers giving feedback on SPICE	5	5	15	25	0
Newsletter	*Subscribers*	110	200	500	810	105
Communication material uses	*Project leaflets*	1		6	7	0
	Project poster	1		6	7	0
	Project presentation	1		6	7	0
	Video demo	1		6	7	1
Peer-reviewed scientific publication	*Articles in renowned journals, conference proceedings, books, monographs & reports*	2	10	15	27	4
Scientific conference presentation	*Emerging scientific collaborations, project synergy generations, new partners, new networks*	5	5	8	16	6
EC policy brief	*Policy briefs intended for policymakers & EC policy officers*	1	1	1	3	1
IPR	Registered designs	0	0	6	6	0
	Trademarks	0	0	1	1	0

7.2 Communication Plan

SPICE COMMUNICATION PLAN TEMPLATE. STRATEGY AND DISSEMINATION CHANNELS

SPICE's communication strategy will be structured in three phases:

- **P1: PRESENTATION OF SPICE PROJECT.** In this phase, we define a communication plan with a presentation to our audiences, defined as heritage institutions, social groups, the general public interested in culture and members of the educational community, and establish the general communication channels of SPICE (social networks, website, newsletter etc.) to try to attract the highest reach.
- **P2: START-UP AND ATTRACTION.** In this phase, we communicate the processes being carried out by SPICE and its partners to promote the participation of our audiences.
- **P3: DISSEMINATION OF RESULTS.** In this phase, we disseminate the project knowledge and results into the research and cultural heritage communities, contributing to the development of standards, planning the fullest possible exploitation of the project tools and methods, and communicating project outcomes targeted adopters of the tools and methods.

MISSION AND VALUES OF SPICE

Promote diverse participation in the heritage domain through a process of 'citizen curation'. Citizens are supported to: develop their own personal interpretations of cultural objects; work together to present their collective view of life through culture and heritage; and gain an appreciation of alternative cultural viewpoints.

Methods are codesigned so that they can be used by citizen groups to produce personal interpretations of cultural objects and analyse and compare them against the interpretations of others. Tools are developed for modelling users and groups and recommending content in a way that assists citizen groups in building a representation of themselves and appreciating variety within groups and similarity across groups.

A Linked Data infrastructure supports citizen curation using social media platforms in a way that gives heritage institutions control over rights protected digital assets and access to citizens responses to their collections. User experience is designed to enable inclusive participation in citizen curation activities across cultures and abilities.

Through a series of citizen curation case studies with a diverse set of museums and citizen groups, SPICE will demonstrate how the approach can promote inclusive participation and social cohesion in a variety of contexts.

Value Proposition

SPICE is a process to find new methods and tools to make new connections between culture and citizens. This is the way to build relationships between heritage institutions, citizens and communities across Europe.

Main idea to communicate

- Communicate participatory processes
- Valuing the collective vision of art
- Present the case study results
- Debate on digital culture and heritage

GOALS

Qualitative Goals

- Communicate the importance of citizen participation in the creation of curatorial projects of cultural heritage
- Create differentiated messages to bring SPICE objectives closer to each defined audience
- Establish agreements with other European projects to create dissemination synergies
- Position SPICE in the academic, heritage and cultural spheres

SMART Goals (quantitative)

The goals will be developed in three periods during the three years of the SPICE project (M1-M12, M13-M24, M25-M26). In each period there will be a quarterly monitoring and annual review.

The SMART goals for each communication channel are specified below:

1. **Media coverage**

Generating at least 6 media impacts in the participating European countries during the three years of the project.

KPI: Number of published press releases

2. **Social Media**

    2.1. Creating a presence on social media (Twitter, LinkedIn and Instagram) during the M1-M12 period with genuine followers.

    2.2. Increasing our community on social media by 150% in the period M13-M24 compared to M1-M12 by targetted follow back activity and scheduling regular, relevant content

2.3. Increasing our community on social media by 40% in the period M25-M36 compared to M13-M24

KPI: Number of genuine followers on Twitter and Instagram; number of connections on LinkedIn

2.4. Optimizing interaction on social media during the periods M13-M24 and M25-M36 by using hasthtags (#SPICEh2020), tagging relevant accounts and exploiting conferences and other public events.

KPIS: Number of Likes on Twitter, LinkedIn and Instagram

3. **Website**

    3.1. Generate direct and organic traffic to the SPICE website. Increase traffic by 900% during M13-M24 and 200% during M25-M36.

    KPIS: Views and Visitors

4. **Event-related**

    4.1. Carry out at least 2 international events / workshops during the M1-M12 period. Increase the event production by 50% during M13-M24 and other 50% during M25-M36.

    KPIS: Number of project workshops (local or part of conferences) delivered; attendees per workshop (overall target)

5. **Engagement of SPICE stakeholders**

    5.1. Hold at least 5 meetings with community groups and organizations during the M13-M24 period and increase by 200% during the M25-M36 period.

    KPIS: List of contacts and organisation (Number of community groups and organisations contacted about SPICE)

    5.2. Creating a survey / interviews for **heritage institutions** to get at least 5 responses during the period M13-M24. Increase responses by 200% during M25-M36.

    KPIS: Number of heritage institutions giving feedback on SPICE

    5.3. Case studies stakeholders

    KPIS: Number of visitors to the case study museums informed about SPICEu

    5.4. Create a survey / interviews for **schools and teachers** to get at least 5 responses during the period M13-M24. Increase responses by 200% during M25-M36

    KPIS: Number of schools and teachers giving feedback on SPICE

6. **Newsletter**

6.1. Creating at least 5 'Call to Actions' on the web for the newsletter subscription during the period M1-M12.

KPIS: Visit / lead conversion rate

6.2. Generating a segmented database by the target audience of at least 50 contacts per partner during the period M1-M12.

KPIS: 110 Database/Subscribers

6.3. Increasing the database by 80% during the period M13-M24 and by 150% during M25-M36.

KPIS: Subscriber Database

6.4. Sending one SPICE update every two months from M6 to M36.

KPIS: Open rate / Click rate

7. **Communication material uses**

7.1. Designing and writing at least one of the following materials for each pilot developed in SPICE: Project Leaflets, Project Poster and Video demo.

7.2. Designing and writing a Dossier Project Presentation during the period M1-M12.

KPI: Materials delivery to partners

8. **Peer-reviewed scientific publication**

8.1. Obtain at least 2 publications during the M1-M12 period in any of the following categories: renowned journals, conference proceeding, books, monographs & reports. Increase by 10 and 20 publications in the periods M13-M24 and M25-M36 respectively.

KPI: Clipping scientific publication

9. **Events and conference presentations**

Increase the network of partners and contacts through Emerging Scientific Collaborations and project synergy generations.

KPI: Number of scientific conference presentations

10. **EC policy briefing**

Contact and submission of pilot projects to policymakers & EC policy officers. Get at least 1 meeting during each SPICE period.

KPI: Policy briefs intended for policymakers and EC policy officers

11. IPR

Register at least one design per pilot + 1 trademark.

KPI: Trademarks; Registered designs

TARGET AUDIENCES

- ∉ Heritage institutions
- ∉ Community organisations
- ∉ General public with an active interest in culture
- ∉ Educators

COMMUNICATION CHANNELS - METHODOLOGIES

Channel: Methodology	**Main Audience Reached**
3.1 Media Coverage: Press articles	Public (general with an active interest); Heritage institutions, Educators
3.2 Social Media: Twitter, LinkedIn, Instagram YouTube	Public (general and active interest), Heritage Institutions, Educators and Organisations
3.2 Event-related: Conference, webinar, workshop	Educators
3.3 Website: spice-h2020.eu	Public (general and active interest), Heritage Institutions, Educators
3.4 Newsletter: Regular themed newsletters	Public (general with active interest), Heritage Institutions, Educators
3.5 Scientific Presentation: Presenting papers, talks and professional forum	Educators
3.6 Scientific Publications: Published papers	Educators
3.7 SPICE Stakeholder Engagements: Workshop, presentation	Heritage Institutions, Educators

Actions / Tactics

Optimization of communication channels:

1. Social Media: Open accounts and optimize profiles: description, image, hashtags and editorial calendar. Share accounts with partners to create community. **Goal 2.** Responsible: IMMA

Actions:

1.1. Create Twitter, LinkedIn and Instagram accounts

1.2. Optimize Social Media profiles

1.3. Social Media schedule

1.4. Share accounts and hashtag SPICE to partners.

Hashtag proposal: #SPICEH2020

1.5 Increase our community (followers) on social media by 150% in the period M13-M24 compared to M1-M12 by follow-back activity and cross-promotion across media channels.

1.6 Use social media management tools to increase regular activity

2. Database - Newsletter: Selection of objective leads from the SPICE Partners database. **Goal 6.** Responsible: GVAM

Actions:

2.1. Create email marketing account (Mailchimp)

2.2. Request contact list to partners

2.3. Design newsletter

2.4 Increasing the database by 80% during the period M13-M24 and by 150% during M25-M36.

3. Web: Activate 'Call to action' to collect emails from interested public to be informed of SPICE. **Goal 3 & Goal 6.** Responsible: UNIBO

Actions:

3.1. Generating form and pop-up on the web with the Call to action: 'Subscribe to our newsletter'

3.2. Reviewing Semantic SEO of each web page

3.3. Getting direct links from our Partners website to the SPICE website.

4. Media: Defining target media list in Finland, Ireland, Spain, Italy and Israel, with the support of partners. **Goal 1.** Responsible: ALL Participate: ALL PARTNERS

Actions:

3.1. Defining the SPICE PR manager

3.2. Establish direct contact with the communication department of each partners to coordinate press schedule.

3.3. Generate the first contact with the media: Write the first Press Release on project presentation.

3.4 Create a press-kit to be hosted on website and shared via newsletter and social media

ROADMAPS

Based on the types of target audience, a specific roadmap will be established. In the roadmap below, the actions are detailed according to the project phase.

ROADMAP #1: HERITAGE INSTITUTIONS

1. Launch, information and update on social networks **(P1-P2-P3)**
2. Sending Specific email campaigns **(P1-P2-P3)**
3. Website update **(P1-P2-P3)**
4. General presentation to the media (press conference, if possible, or mass mailing of dossier and press release) **(P1)**
5. Related events (seminars, conferences, workshops, webinars...) **(P2)**
6. Media relations: Press release distribution, negotiation of reports and featured articles in specialized and scientific media. **(P2-P3)**

ROADMAP #2: SOCIAL GROUPS

1. Launch, information and update on social networks **(P1-P2-P3)**
2. Sending Specific email campaigns **(P1-P2-P3)**
3. Website update **(P1-P2-P3)**
4. General presentation to the media (press conference, if possible, or mass mailing of dossier and press release) **(P1)**
5. Dissemination of graphic and audiovisual material (videos, posters, brochures ...) **(P2)**
6. Related events (seminars, conferences, workshops, webinars ...) **(P2)**
7. Press release distribution to specific and general media. **(F2-F3)**

ROADMAP # 3: General public interested in culture

1. Launch, information and update on social networks **(P1-P2-P3)**
2. Sending Specific email campaigns **(P1-P2-P3)**
3. Website update **(P1-P2-P3)**
4. General presentation to the media (press conference, if possible, or mass mailing of dossier and press release) **(P1)**
5. Dissemination of graphic and audiovisual material (videos, posters, brochures ...) **(P2)**
6. Related events (seminars, conferences, workshops, webinars ...) **(P2)**
7. Press release distribution to specific and general media. **(P2-P3)**

ROADMAP # 4: Educational community

1. Launch, information and update on social networks **(P1-P2-P3)**
2. Sending Specific email campaigns **(P1-P2-P3)**
3. Website update **(P1-P2-P3)**
4. Dissemination of graphic and audiovisual material (videos, posters, brochures ...) **(P2)**
5. Related events (seminars, conferences, workshops, webinars ...) **(P2)**
6. Press release distribution to specific and general media. **(P2-P3)**

7.3 Website data

7.4 Twitter analytics

An early Christmas present from **@SpiceH2020**
Analytics .com/home (/user/SpiceH2020/home) Tweets (/user/SpiceH2020/tweets)   More ∨
(http://twitter.com/SpiceH2020) Here's a new video
introducing the project and its goals 🎁⚠
SPICE H2020 ✔ (http://twitter.com/SpiceH2020)   (http://twitter.com/SpiceH2020)   ∨
youtu.be/ulO1QiOecgI (https://t.co/OQYz5eDu...i)

View Tweet activity   Sign up for Twitter Ads (https://ads.twitter.com/login?ref=gl-an-br-anly&redirect_to_payments=true)

		867	29	3.3%

(https://twitter.com/SpiceH2020)

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Dec 20
(https://twitter.com/SpiceH2020/status/1340703513999888384)
You can continue to connect with **@SpiceH2020**
(https://twitter.com/SpiceH2020) here on Twitter over the
holiday season and through 2021, on Instagram at
spice_h2020 and on LinkedIn at spiceh2020 ...
And of course, don't forget to subscribe to the project's
Newsletter: bit.ly/347cb69 (https://t.co/byKdkAURXS)

View Tweet activity

		429	10	2.3%

(https://twitter.com/SpiceH2020)

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Dec 20
(https://twitter.com/SpiceH2020/status/1340669618764066818)
Sunday Reading: **@SpiceH2020**
(https://twitter.com/SpiceH2020) project partner Open
University have suggested this new report commissioned
by the UK research funding agency ... 1/4
seumofthefuture.the-liminal-space.com
(https://t.co/KjF8inEXg7)

View Tweet activity

		1,018	40	3.9%

(https://twitter.com/SpiceH2020)

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Dec 18
(https://twitter.com/SpiceH2020/status/1339878742026547200)
The weekend and holidays are nearly here. This is your
Friday morning reminder that you can stay in touch with
the SPICE project, through subscribing to our newsletter ...
pic.twitter.com/ossiGvXz3N (https://t.co/ossiGvXz3N)

View Tweet activity

		393	5	1.3%

(https://twitter.com/SpiceH2020)

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Dec 4
(https://twitter.com/SpiceH2020/status/1334931990550896642)
Rounding out the week with an interesting Work Package 2
(WP2) meeting for **@SpiceH2020**
(https://twitter.com/SpiceH2020): WP2 is developing
methods to support citizens in building representations of
themselves in the form of activities such as storytelling,
tagging, montage, and curation ...

View Tweet activity

		338	10	3.0%

(https://twitter.com/SpiceH2020)

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Nov 13
(https://twitter.com/SpiceH2020/status/1327306910157123584)
This week **@SpiceH2020** (https://twitter.com/SpiceH2020)
partners had lots to think about after a very productive
meeting concerning Museum Data Sharing as part of the
project's Work Package 4. Partners considered potential
user activities; users' collective assembly of stories ...

View Tweet activity

		206	16	7.8%

(https://twitter.com/SpiceH2020)

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Nov 6
(https://twitter.com/SpiceH2020/status/1324771368878133251)
Another busy week ends for **@SpiceH2020**
(https://twitter.com/SpiceH2020). Project partners met
about work packages 3 and 6. We're looking forward to
next week's meeting on Museum Data Sharing ...

View Tweet activity

Analytics (/) (//twitter.com/SpiceH2020) Home (/user/SpiceH2020/home) Tweets (/user/SpiceH2020/tweets) 1,036 More ✔ 8 0.8%

SPICE H2020 (http://twitter.com/SpiceH2020) · Si... (http://twitter.com/SpiceH2020)
SPICE H2020 (http://twitter.com/SpiceH2020)/S... H2020) · Oct 30
(https://twitter.com/SpiceH2020/status/1322122562835566593)
A great day yesterday at the @SpiceH2020
(https://twitter.com/SpiceH2020) mini-conference. Amazing
to be able to consider so many interesting works in the
collections of the project partners' museums, such as
@DesignmuseoFI (https://twitter.com/DesignmuseoFI)
twitter.com/LSvinhufvud/st... (https://t.co/86XR1hNrRD)
    View Tweet activity

Sign up for Twitter Ads (https://ads.twitter.com/login?ref=gl-an-br-anly&redirect_to_payments=true)

(https://twitter.com/SpiceH2020) 883 66 7.5%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 29
(https://twitter.com/SpiceH2020/status/1321859345441837058)
... and that's a wrap. Today's @SpiceH2020
(https://twitter.com/SpiceH2020) mini-conference closed
with feedback and conversation about the insights we've
gained from a stimulating day of workshops and break-out
groups. Stay in touch with project developments here:
spice-h2020.eu/news/ (https://t.co/g0I0UIoeyO)
pic.twitter.com/Jx0SWdC59V (https://t.co/Jx0SWdC59V)
    View Tweet activity

(https://twitter.com/SpiceH2020) 1,578 42 2.7%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 29
(https://twitter.com/SpiceH2020/status/1321825849180594180)
The fourth and final workshop at today's @SpiceH2020
(https://twitter.com/SpiceH2020) mini-conference, partners
considered various types of interfaces related to museum
visits and how they might apply to our project
pic.twitter.com/Y97O4kb0gl (https://t.co/Y97O4kb0gl)
    View Tweet activity

(https://twitter.com/SpiceH2020) 889 18 2.0%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 29
(https://twitter.com/SpiceH2020/status/1321821651886112768)
Workshop 4 of @SpiceH2020
(https://twitter.com/SpiceH2020) mini-conference today is
considering interfaces twitter.com/antoniolieto/s...
(https://t.co/zligCyNIzv)
    View Tweet activity

(https://twitter.com/SpiceH2020) 1,119 39 3.5%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 29
(https://twitter.com/SpiceH2020/status/1321808263604817930)
Workshop 3 at today's @SpiceH2020
(https://twitter.com/SpiceH2020) mini-conference considers
activities and contexts through pre-defined UX maps -
participants broke into groups, selecting from a pool of
images and arranging/ curating their selections ...
pic.twitter.com/flWNHdclEy (https://t.co/flWNHdclEy)
    View Tweet activity

(https://twitter.com/SpiceH2020) 1,055 23 2.2%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 29
(https://twitter.com/SpiceH2020/status/1321766251786633216)
The second workshop at today's @SpiceH2020
(https://twitter.com/SpiceH2020) mini-conference looked at
who are our users and communities in depth. Great
brainstorming and dialogue between partners ... despite
the clock's merciless count-down on Zoom's Breakout
Rooms!
    View Tweet activity

(https://twitter.com/SpiceH2020) 780 17 2.2%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 29
Analytics Home (/user/SpiceH2020/home) Tweets (/user/SpiceH2020/tweets) More ∨
(https://twitter.com/SpiceH2020/status/1321734234717278484)
Really interesting first workshop in today's @SpiceH2020 (http://twitter.com/SpiceH2020)
SPICE H2020 (http://twitter.com/SpiceH2020) mini-confere... -
breakout groups considered artifacts and artworks from
various online museum collections.

Sign up for Twitter Ads (https://ads.twitter.com/login?ref=gl-an-br-anly&redirect_to_payments=true)

View Tweet activity

(https://twitter.com/SpiceH2020)	1,328	35	2.6%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 29
(https://twitter.com/SpiceH2020/status/1321723481340497922)
An early start for some of our partners (particularly in UK
and Ireland) as @SpiceH2020
(https://twitter.com/SpiceH2020) kicks off its day-long mini-
conference. The mini-conference is led by partners Aalto
and AAU as part of work packages 7 and 2.
pic.twitter.com/XSaT2Q5F8u (https://t.co/XSaT2Q5F8u)

View Tweet activity

(https://twitter.com/SpiceH2020)	206	10	4.9%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Oct 18
(https://twitter.com/SpiceH2020/status/1317737181595619331)
UniTo News talked about @SpiceH2020
(https://twitter.com/SpiceH2020) and its objectives with
Rossana Damiano, professor of the Department of
Computer Science. (Italian language article)
unitonews.it/index.php/it/n… (https://t.co/gCILjqPfR6)

View Tweet activity

Analytics (/) Home (/user/SpiceH2020/home) Tweets (/user/SpiceH2020/tweets) More ∨
(https://twitter.com/SpiceH2020)   1,032   56   5.4%
(http://twitter.com/SpiceH2020)
SPICE H2020 ∨ (http://twitter.com/SpiceH2020) ∨

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Mar 23
(https://twitter.com/SpiceH2020/status/13743640908641Sign up for Twitter Ads (https://ads.twitter.com/login?ref=gl-an-br-anly&redirect_to_payments=true)
At today's mini-conference we discussed mock-ups of
citizen curation activities and dashboards for visualising
citizen contributions (image from @emmedaquino
(https://twitter.com/emmedaquino)). Exciting progress!

Sign up to our newsletter to hear more about our
developments: spice-h2020.eu/news/
(https://t.co/g0l0UloeyO) pic.twitter.com/IAqXfMehgy
(https://t.co/IAqXfMehgy)
    View Tweet activity

(https://twitter.com/SpiceH2020)   1,446   112   7.7%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Mar 12
(https://twitter.com/SpiceH2020/status/1370416463434108941)
... and that's the end of today's @SpiceH2020
(https://twitter.com/SpiceH2020) Project Management
Board meeting. Partners covered a lot of ground
throughout the day, from technology to museum practices.
A chance to review the last year and exciting to look
forward to continuing our research over the next 2 years
pic.twitter.com/eMyiwfiip0 (https://t.co/eMyiwfiip0)
    View Tweet activity

(https://twitter.com/SpiceH2020)   347   10   2.9%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Mar 12
(https://twitter.com/SpiceH2020/status/1370344489861185536)
As part of Work Package 6 (WP6), a fellow Horizon 2020
EU project is mentioned: MARIO (Managing Active and
healthy aging with use of caRing service robots),
"addresses the elderly challenges of dementia through
innovation on robots" @mario__project
(https://twitter.com/mario__project)
    View Tweet activity

(https://twitter.com/SpiceH2020)   2,452   51   2.1%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Mar 7
(https://twitter.com/SpiceH2020/status/1368501929891033088)
Sunday Reading: Stories of Hospitality by Julie Daniels,
from @IMMAIreland (https://twitter.com/IMMAIreland)'s
Magazine. Daniel's explains how her PhD research informs
her work as workshop facilitator of the MELLIE project for
migrant language and culture exchange bit.ly/3ro7oXF
(https://t.co/SBBkmN7fPZ)
    View Tweet activity

(https://twitter.com/SpiceH2020)   1,088   56   5.1%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Feb 28
(https://twitter.com/SpiceH2020/status/1366127029742145537)
Sunday Reading: interesting report on Emotion and
Learning in Museums by NEMO Working Group LEM – the
Learning Museum. "how emotions are a pre-condition for
learning and how they facilitate emotional experiences and
even aim to foster empathy in visitors." bit.ly/3rfYQ4I
(https://t.co/BXZwyI06jQ)
    View Tweet activity

(https://twitter.com/SpiceH2020)   631   55   8.7%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Feb 26
(https://twitter.com/SpiceH2020/status/1365374149410045952)
Final talk of final day of #MuseumNext
(https://twitter.com/hashtag/MuseumNext?src=hash) - Ed
Rodley talking about "Untying the Gordian Knot of
"Engagement"": how storytelling, emotion, immersion, and
gamification intertwine. @emotive_eu
(https://twitter.com/emotive_eu) project mentioned, as well

as cohesion and empathy
Analytics

View Tweet activity
SPICE H2020 ∨ (http://twitter.com/SpiceH2020)

(http://twitter.com/SpiceH2020)

(https://twitter.com/SpiceH2020) — Sign up for Twitter Ads (https://ads.twitter.com/login?ref=gl-an-br-anly&redirect_to_payments=true) — 787 — 22 — 2.8%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Feb 25
(https://twitter.com/SpiceH2020/status/1365025077960572928)
It's been an interesting week so far following the presentations live in the #MuseumNext (https://twitter.com/hashtag/MuseumNext?src=hash) Digital Summit. From Australia to America, and today alone we had topics from exhibiting Black Holes, maths, and just now, Dark Tourism and graveyard stories ... still 1 day to go twitter.com/MuseumNext/sta… (https://t.co/TO6kid3DRw)
View Tweet activity

| | 535 | 30 | 5.6% |

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Feb 14
(https://twitter.com/SpiceH2020/status/1361029039008407559)
Sunday Reading: A different type of curator on the web (article from 2014) @archillect (https://twitter.com/archillect) vice.com/en/article/3da… (https://t.co/lYiaJQwrm5)
View Tweet activity

| | 253 | 8 | 3.2% |

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 25
(https://twitter.com/SpiceH2020/status/1353729378195275783)
An upcoming Round Table "Accessibility for Migrants and Refugees," as well as a chance to learn about related Horizon 2020 funded projects, check out @So_close_eu (https://twitter.com/So_close_eu) for details ... twitter.com/So_close_eu/st… (https://t.co/g3NzjmPteO)
View Tweet activity

| | 411 | 16 | 3.9% |

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 24
(https://twitter.com/SpiceH2020/status/1353394401687515136)
Sunday Reading: Some webinars to explore online, organised by NEMO ne-mo.org/training/nemo-… (https://t.co/ok4si1MBmO)
View Tweet activity

| | 337 | 9 | 2.7% |

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 22
(https://twitter.com/SpiceH2020/status/1352684837098893312)
The weekend's here! This week, @SpiceH2020 (https://twitter.com/SpiceH2020) partners presented a paper about the project at conference, and workshopped ideas about Citizen Curation with a group of museum tour guides ... 1/
View Tweet activity

| | 600 | 57 | 9.5% |

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 22
(https://twitter.com/SpiceH2020/status/1352681718453579776)
On Thursday this week, researchers from @SpiceH2020 (https://twitter.com/SpiceH2020) talked to members of the visitor engagement team (VET) at the Irish Museum of Modern Art (IMMA). The conversation focused on a key concept of the SPICE project, Citizen Curation ... 1/
pic.twitter.com/wZCBGePvn6 (https://t.co/wZCBGePvn6)
View Tweet activity

| | 306 | 14 | 4.6% |

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 22
(https://twitter.com/SpiceH2020/status/1352870829163796531)

This week, during the 10th conference of @AIUCD (https://twitter.com/AIUCD), Andrea Bolioli and Alessio Bosca, together with researchers from the University of Turin, presented the paper "Citizen curation and NLP technologies for museums in the Spice Project".
More info: bit.ly/398afNJ (https://t.co/TSa3En0pVO)
(Italian)

View Tweet activity
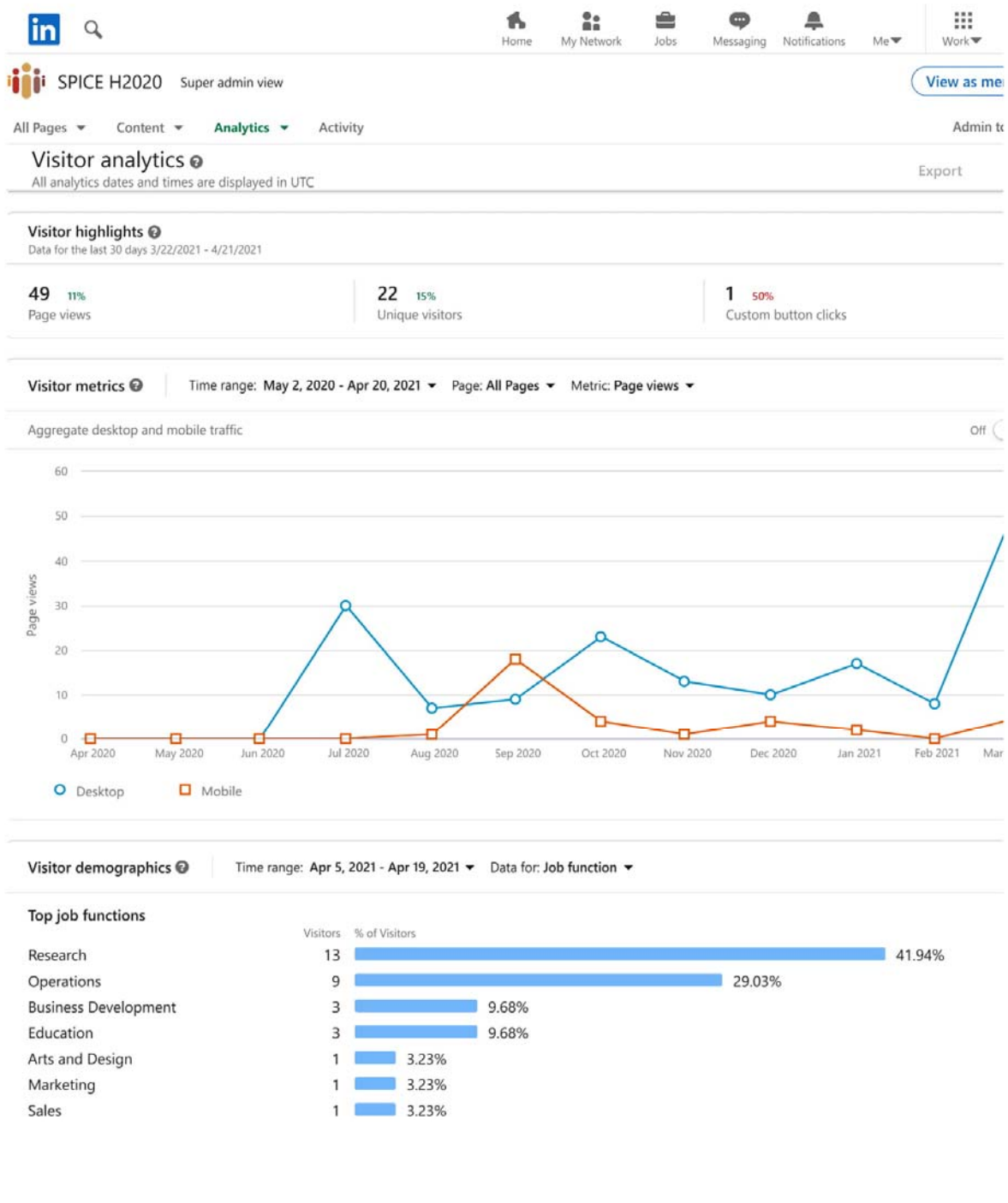
(https://twitter.com/SpiceH2020)	137	6	4.4%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 17
(https://twitter.com/SpiceH2020/status/1350807018274246660)
Sunday Reading: Reports and documents from ROCK, another Horizon 2020 funded project, developing an "innovative, collaborative, and circular systemic approach for regeneration and adaptive reuse of historic city centres."
bit.ly/39Jixdl (https://t.co/ST1JoXqt0E)

View Tweet activity

(https://twitter.com/SpiceH2020)	283	7	2.5%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 15
(https://twitter.com/SpiceH2020/status/1350144239280287745)
Here comes the weekend: a busy week ends with the first meetings of 2021 for @SpiceH2020 (https://twitter.com/SpiceH2020)'s Work Packages (WP) 2, 3, and 4. For more info on the project's WPs, click here and scroll down to "Work Packages": spice-h2020.eu/project/ (https://t.co/eAbK4oTIAC) pic.twitter.com/SD2SGWUTDL (https://t.co/SD2SGWUTDL)

View Tweet activity

(https://twitter.com/SpiceH2020)	288	18	6.2%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Jan 15
(https://twitter.com/SpiceH2020/status/1350141746873819137)
Andrea Bolioli and Alessio Bosca, together with researchers from the University of Turin, present the paper "Citizen curation and NLP technologies for museums in the SPICE Project" during the 10th conference of AIUCD which takes place, 19th-22nd January. bit.ly/35IQCtn (https://t.co/f8iCJGrAX7)

View Tweet activity

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Apr 13
Analytics Home (/user/SpiceH2020/home)   Tweets (/user/SpiceH2020/tweets)   More ⌄
(https://twitter.com/SpiceH2020/status/1381951252222261760)
We are presenting a paper on 'Introducing empathy into (http://twitter.com/SpiceH2020)
recommender systems as a tool for promoting social
cohesion' at this afternoon's #IUI2021   ⌄
(https://twitter.com/hashtag/IUI2021?src=hash) @ACMIUI
(https://twitter.com/ACMIUI) 😊 🏛   Sign up for Twitter Ads (https://ads.twitter.com/login?ref=gl-an-br-anly&redirect_to_payments=true)
twitter.com/PaulMulholland… (https://t.co/DaAG19AwEw)
    View Tweet activity

(https://twitter.com/SpiceH2020)	361	14	3.9%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Apr 13
(https://twitter.com/SpiceH2020/status/1381899399975034881)
Mechanical Masterpieces by **@neilmendoza**
(https://twitter.com/neilmendoza) uses elements of
interactivity, humour and surprise to increase kids'
engagement and familiarity with classic artworks.

Some see it as novel and memorable while others see it as
patronising, even sacrilegious.

What do you think? twitter.com/hirschandmann/…
(https://t.co/LUJToNpB2X)
    View Tweet activity

(https://twitter.com/SpiceH2020)	904	42	4.6%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Apr 7
(https://twitter.com/SpiceH2020/status/1379726737676902400)
We were delighted to present SPICE at yesterday's
@museweb (https://twitter.com/museweb) conference
#MW21 (https://twitter.com/hashtag/MW21?src=hash)

@UofHaifa (https://twitter.com/UofHaifa) **@unito**
(https://twitter.com/unito) **@OpenUniversity**
(https://twitter.com/OpenUniversity)
pic.twitter.com/4CZhWMJ4g9 (https://t.co/4CZhWMJ4g9)
    View Tweet activity

(https://twitter.com/SpiceH2020)	690	15	2.2%

SPICE H2020 @SpiceH2020 (https://twitter.com/SpiceH2020) · Apr 1
(https://twitter.com/SpiceH2020/status/1377545668852658178)
Enjoyed this piece, thinking about how Augmented Reality
can 'subvert the dominant stories of a place', e.g. using AR
to present alternative cultural perspectives on contentious
statues. twitter.com/weareanagram/s…
(https://t.co/vl9pbbpHL7)
    View Tweet activity

You've reached the end of Tweets for the selected date range. Change date selection to view more.

7.5 LinkedIn analytics

7.6 Instagram analytics

By weekday/time from the last 100 posts

Time is shown in **Europe/Dublin** time zone

Time is shown in **Europe/Dublin** time zone

Top #Hashtags   ?
From the last 100 posts

#SpiceH2020 1

#CulturalDemocracy 1

#citizencuration 1   #mw21 1

Top caption words   ?
From the last 100 posts

SPICE 15   project 11   about 9

partners 9   newsletter 6

activities 5   their 4   conference 4

through 4   research 4

Top most commented posts
From the last 100 posts