



Europeana Foundation Governing Board Meeting

Paper 10B
Public

6 April 2017
16h30 – 18h00 CET
[Teleconference Call-in Instructions](#)

Web Traffic & Social Media Report
Action proposed: For information

Circulation:




Europeana Foundation Governing Board Members & Observers

Classification:

Public





	<ul style="list-style-type: none">• Great reception of #ArtNouveauSeason and #WW1LoveLetters & #WW1Poetry Transcribathon runs• Significant increase of social media reach and engagement at the end of Q1 thanks to #ArtNouveauSeason, #AllezLiterature campaign and Transcribathons• Impressions on third party platforms on track• Engagement on Thematic Collections remains high
	<ul style="list-style-type: none">• drop of traffic to Europeana Music, but still well on track towards the KPis• a slight drop of traffic on Europeana 1914-18
	<ul style="list-style-type: none">• drop of the number of click-throughs and overall traffic on end-user products (due to depublication of low quality content)• drop in downloads, probably related to fluctuations in Google indexing

The reporting period in March is between 1 and 27 and not the complete month. Because of this, some of the results might be slightly lower given a few days left till the end of the month.

General remark about reporting in 2017:

While in 2016, all the new Europeana products (Thematic Collections & exhibition platform) were launched at the beginning of the year, in 2017 the new products are planned for Q2 and Q3. This means that the traffic and engagement numbers won't be equally spread during the year. We expect much increased activity from Q2 onwards, related to launch of new products. This was taken into consideration during the creation of the KPIs and should be visible in the statistics and reports.

Remedial action is being taken to find ways to improve the drops in traffic. The most promising of which are our entity pages that create the links between objects, which in turn might remove our "content farm" label, which seems to be influencing the Google indexing bot. Further measures will be addressed in the BP2017 update.



Culture lovers

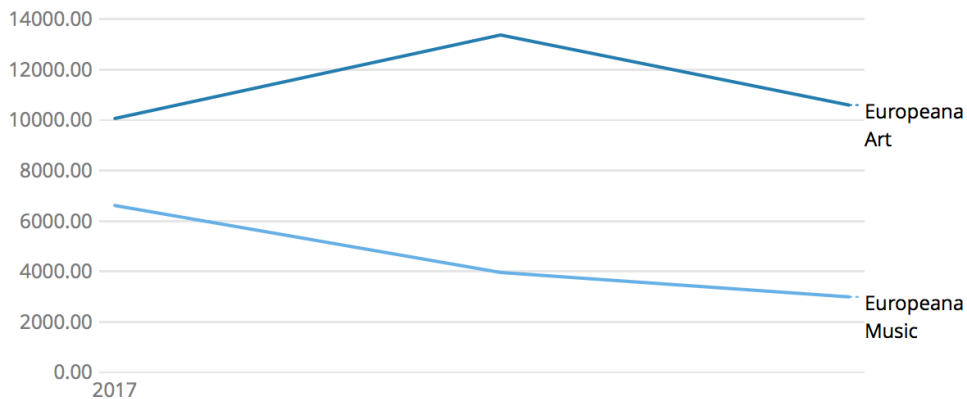
1. Click-throughs, downloads & overall traffic on Europeana Collections

X.1 ▼	Jan	Feb	March	KPI 2017
# click-throughs	84.331	75.749	64.488	1.200.000
# downloads	15.964	13.137	11.669	180.000
# overall traffic on end-user products	341.650	269.869	263.151	6.000.000

Decrease of the amount of click-throughs and drop in overall traffic connected with the de-publication of low quality content. Drop in downloads probably related to fluctuations in the amount of pages indexed by Google (organic search traffic)

2. Traffic on Thematic Collections

X.1 ▼	Jan	Feb	Mar	KPI 2017
Art	10.065	13.377	10.598	115.000
Music	6.617	3.962	2.994	49.000

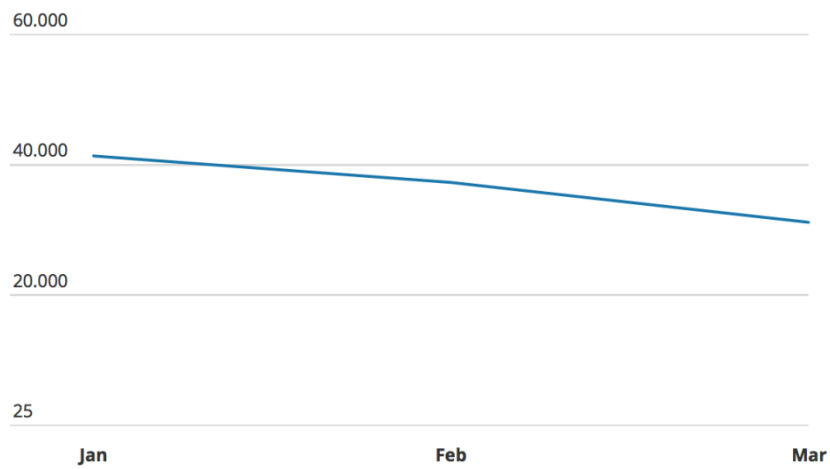




Traffic on both thematic Collections is well on track, but the drop in visits on Europeana Music requires action in the coming months. Art is performing well, especially after the launch of the #ArtNouveauSeason

3. Traffic on Europeana 1914-18 & Transcribathon

X.1	Jan	Feb	Mar	KPI 2017
Europeana1914-1918	41.379	37.307	31.193	570.000



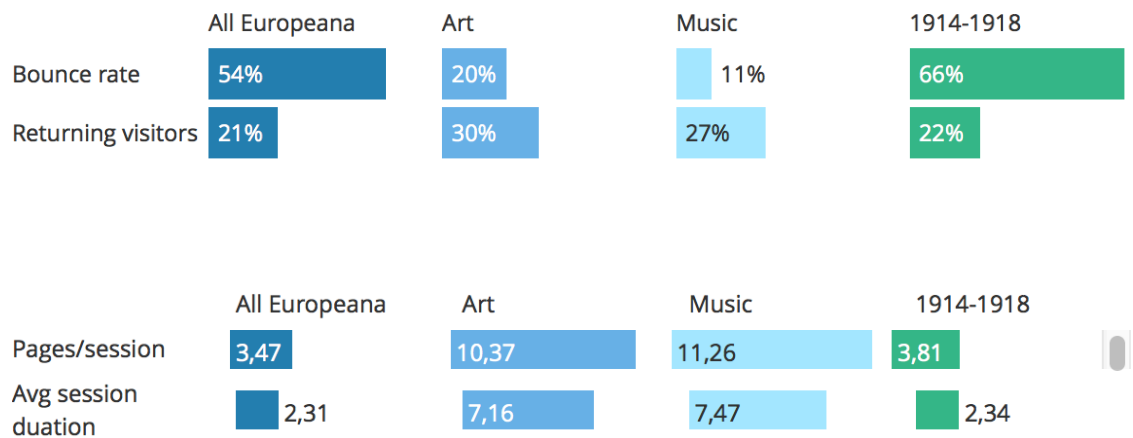
Traffic on Europeana 1914-1918 is slightly behind the target, while Transcribathon reached significant number of visitors within a few months after its launch.

X.1	Jan	Feb	Mar
Transcribathon	723	8,517	6,039





4. Engagement



The engagement on Thematic Collections is much higher than on Europeana in general, while the engagement on Europeana 1914-18 is slightly higher than on Europeana in general (Yet, the real comparison will be possible when 1914-18 becomes a Collection and receives the same browsing and curation opportunities as other Thematic Collections)

General public

Impressions on 3rd party platforms, impressions on social media, engagement on social media.

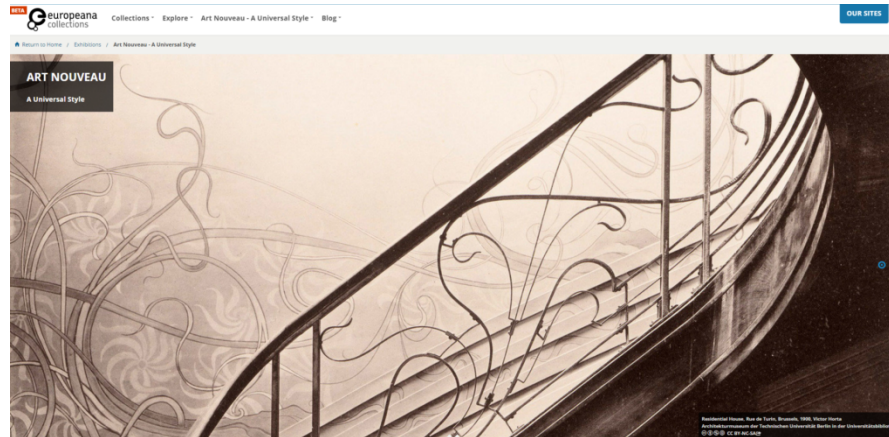
X.1	Jan	Feb	March	KPI 2017 ▲
Impressions on 3rd party platforms	11.230.545	10.588.311	not yet available	125.000.000
Impressions on social media	50.677.341	1.992.643	2.297.431	75.000.000
Engagement on social media	18.912	25.073	41.098	318.207

Impressions on 3rd party platforms are well on track. Impressions on social media well beyond expectations thanks to promotion on winter GIFs on GIPHY in January. The engagement on social media is well on track and growing thanks to #ArtNouveauSeason, #AllezLiterature and Transcribathons at the end of Q1.



Content & Social Media highlights

- Art Nouveau Season



Graphic Inspiration: Nature and Folk Art in Hungarian Art Nouveau

In this week's Art Nouveau season guest post, Júlia Katona, Head of Collection at Budapest's Schola Graphidis Art Collection, highlights the importance of graphic arts within Art Nouveau and describes how Hungarian artists were inspired by native folk culture. The Schola ...

written by [Douglas McCarthy](#) on March 13, 2017 in [Europeana Art](#) with no comments

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Europeana.eu
March 13 at 9:32pm

The regional variations of #ArtNouveau, known as Sezesion in Slovak, around Europe were marked and diverse. Art Nouveau in Slovak art was characterised by subtle stylistic elements taken from Impressionism, Symbolism and Luminism. Read our blog to learn more <http://bit.ly/2nvFVSI> #ArtNouveauSeason SNG – Slovenská národná galéria



Slovak painting in the era of Art Nouveau | Europeana Blog

[Like](#) [Comment](#) [Share](#)
You, Adina Ciocolu, Chiara Latronico and 286 others
41 shares 5 Comments

Europeana @Europeanaeu

We are happy to announce the launch of #ArtNouveauSeason on #EuropeanaArt, running from now until the end of May bit.ly/2lpD1yF



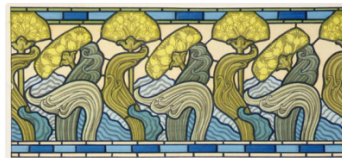
Published on March 16th, 2017 | by Europeana

Alphonse Mucha, Art Nouveau master

[Like](#) [400](#) [Tweet](#) [Pin it](#) [Share](#) [6](#)

Alphonse Mucha is perhaps the artist most publicly associated with Art Nouveau. Today we explore the life and work of the Czech master.

This month we're partnering with Europeana again to celebrate their fantastic new Art Nouveau season (21 February - 29 May). The season explores the depth and diversity of



RETWEETS 57 LINES 73

10:28 AM - 21 Feb 2017 from The Hague, The Netherlands
Albertina Museum, Museu Cidade Avero, Museu Nacional, Bcn and 6 others

Reply to @AlbertinaMuseum @MC_Avero @MuseuNac_Cat @ArtsDecorativa

Historical SciArt @HistSciArt Feb 21
Like these tiles from @Europeanaeu, my header image is from Eugène Grasset, La Plante et ses Applications Ornementales (1896). #ArtNouveau
Translate from French



- #WW1LoveLetters & #WW1Poetry Transcribathon runs



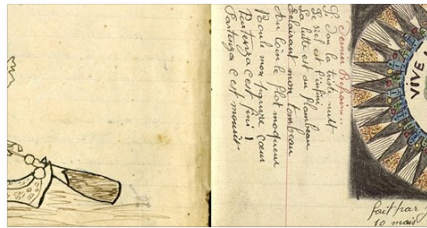
Do you speak French, German, Dutch or Slovene? We need help with transcription of #WW1LoveLetters in these languages bit.ly/2ILp7GV



RETWEETS 212 LIKES 128
3:48 PM - 26 Feb 2017



Interested in poetry or history? We need your help transcribing manuscripts of poems written during #WW1 in 10 different languages <http://bit.ly/2ncsZmU>



WW1 Poetry Run | Transcribathon

During World War One, when imagery was less prevalent as it is nowadays, thousands of young men in uniform took to writing poetry about what they were going through. Trying to deal with the horror and mystery of war, they expressed...

TRANSCRIBATHON.COM

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456
96 shares 10 Comments