

Digital strategy – European Capital of Culture Aarhus 2017

Aarhus 2017 is active on a number of different digital platforms in order to ensure a strong and varied communication (e.g. written stories, videos and pictures) on programme content and themes, partnerships and fundraising, cultural tourism, the volunteer programme and the legacy of our Capital of Culture year.

By doing this, we build a large and dedicated community of digital ambassadors that is increasingly excited about Aarhus 2017 and engage with our content by sharing, liking and commenting.

Below is an overview of our digital platforms and insight into the content strategy for each individual platform.

Overview of our platforms and our content strategy

Aarhus 2017 website (Danish, English and German versions)

www.aarhus2017.dk

The official website of our European Capital of Culture is made in a responsive design and with a structure that is consistent in all three language variations. In our menu, visitors can learn more about us, our themes, programme highlights, projects in development, news, events, volunteering, places to visit and much more. On October 12, 2016, we will launch our entire programme in our event calendar in all three languages.

Our website is also connected to our Social Media platforms via a social wall that collects posts from Facebook, Twitter and Instagram, where users have used either #aarhus2017 or tagged the different Aarhus 2017 profiles.

Facebook (in Danish and English)

<https://www.facebook.com/Aarhus2017/> and <https://www.facebook.com/Aarhus2017ECOC/>

Facebook is very popular in Denmark, and our biggest platform for generating traffic to our website. On our two Facebook pages, we aim to post good and relevant content, including:

- Web stories on programme content and themes, events from our calendar and stories on new partnerships
- Stories on the development of our volunteer programme, typically with a more personal angle
- Stories from either the websites or social media platforms of our project partners
- Videos, pictures or links that help brand Aarhus and Central Denmark Region both nationally and internationally

Tone of voice and engaging in dialogue

We strive to always deliver our content on Facebook in a tone that shows our own dedication to the subject. We aim to seem open and engaged, and to be view as an organization that is approachable, if you have a comment, a question or wish to get in contact with us. In order to ensure this, we often ask a question or rely on a humoristic approach or the use of various emoticons with positive connotations.

We also make sure that people who are engaging with our posts by either commenting or sharing, receives a reward in the form of a like or a comment or an answer to their question. This includes negative comments, where we also aim to engage in dialogue and make sure that people feel that their opinions are being listened to and treated with respect.

Facebook campaigns

Our content strategy on Facebook primarily focuses on content with an organic reach, meaning content that we do not spend money on promoting. However, due to Facebook's algorithm we need to also plan and execute paid campaigns in order to support the organic posts and ensure a strong reach, an increased visibility and content that goes viral. These paid campaigns have primarily been targeted at people living in the Copenhagen area (+20 km.), the 19 municipalities in Central Denmark Region, and people living in major cities in Europe.

In 2015 and 2016, our paid campaigns have been linked to an event, a happening or an important milestone, e.g. the exhibition "The Journey to 2017" in Ridehuset in April 2015. Or the launch of our new website on September 10, 2015 (which also marked 500 days to the official opening of our Capital of Culture year), or following our presentation of programme highlights on January 21, 2016.

These campaigns have been created in collaboration with our media agency VIZEUM, with a strong focus on programme highlights across Central Denmark region, themes such as gastronomy and nature, and what Aarhus and the region have to offer cultural tourists. The campaign content has mostly been videos and other good visuals connected to our programme or project partners, since visual content performs best on Facebook.

Future campaigns are scheduled in correspondence with our media and promotion plan for 2016 and 2017.

Twitter (in English)

<https://twitter.com/Aarhus2017>

We communicate only in English on our Twitter, where we focus on showcasing the creative strengths of Aarhus and Central Denmark Region as well as great places to visit to our international followers. Content includes:

- Stories and retweets from our partners in the creative industries (for instance More Creative)
- Stories and retweets on cultural tourism, e.g. posts from VisitAarhus and VisitDenmark
- Stories on programme highlights – with links leading to our English or German website
- Stories that connect us to the other Capitals of Culture, either by tagging them or retweeting their posts

Tone of voice and engaging in dialogue

Our tone of voice is slightly more corporate and serious on Twitter, compared to Facebook. To draw attention to our content, we aim to always include 1-4 relevant pictures, a link leading to more content in English or German, and tag relevant partners and/or use #aarhus2017. If people tag us in their posts, we either retweet or engage in dialogue.

Instagram (in English)

https://www.instagram.com/aarhus_2017/

This is the primary platform for our hashtags #aarhus2017 and #letsrethink, which allows people to share their pictures from across the region. Our content – which either is pictures taken by us or reposts from other users using our hashtags – includes:

- Pictures that visually communicate our theme Rethink or one of our subthemes/core values
- Pictures that help communicate the cross-regional aspect of Aarhus 2017

By reposting pictures from other users, we build a community of digital ambassadors, who are based across Central Denmark Region. This also ensures great variation and many beautiful pictures that showcase the many exciting destinations for tourists to visit. We always also include the hashtags #visitdenmark as well as a local hashtag, for instance #visitviborg.

During 2016, we will introduce our partners in the 19 municipalities to the possibility of an “Instagram take-over”. Each municipality takes over the official Aarhus 2017 Instagram profile for one week, giving them the opportunity to show how their municipality rethinks, what makes their cultural institutions unique etc.

In 2017, the profile will support the events taking place across the region each week.

Tone of voice and engaging in dialogue

On Instagram, we try to keep it short and simple by using various hashtags and emoticons to support the message we are communicating. We also make sure to like other users' posts and engage with them in their universe before we repost their picture, thereby involving them and potentially having them as digital ambassadors in the future.

Separate Instagram on volunteering (in Danish and English)

<https://www.instagram.com/2017rethinkers/>

This Instagram profile shows life as a volunteer by presenting behind the scenes footage and having an “Instagram take-over”, where volunteers that represent different demographics have the profile for a week and share their views on and reasons for volunteering through pictures.

LinkedIn (in Danish)

<http://bit.ly/1S5US7Y>

We use our LinkedIn profile primarily for stories on partnerships, giving visibility to our sponsors, and recruiting. Secondary, we share stories on creative industries, seminars and conferences, tourism, selected programme highlights and the growth potential in culture.

Tone of voice and engaging in dialogue

On LinkedIn, we keep it very corporate and avoid use of emoticons and irony.

Youtube (in Danish and English)

<https://www.youtube.com/channel/UCJ2rrtvI7YRMEMuh2swtdIQ>

In 2015, our Youtube Channel has mainly served the function of a place where we upload our videos, so we can embed them on our website and share them on other social media platforms.

However, in 2016 we prepare a number of small-scale campaigns together with our media agency VIZEUM, where we aim to promote the Capital of Culture project to an international audience, using animated videos and videos that brand Aarhus and Central Denmark Region.

In development for 2016 and 2017

Digital ambassadors

During 2016, we will develop a programme together with our volunteer team, where we recruit and educate digital ambassadors to support our communication on our digital platforms in 2017. The focus will be on major programme events across the region, where the ambassadors will be reporting the events live on the spot (for instance also by using Snapchat), but also act as digital support for audience members with questions on Facebook and Twitter regarding logistics, ticket sales etc.