

PROMOTING eTRANSLATION IN COVID-19 PANDEMIC: THE ELRC SOCIAL MEDIA CAMPAIGN

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WHY SOCIAL MEDIA?

ELRC DISSEMINATION BEFORE AND AFTER COVID-19

- Original plan: Reach out and extension of ELRC Network through “ELRC Experience Cafés”, Workshops, Conferences
 - COVID-19 pandemic: extreme limitations with regard to direct contacts and face-to-face events
 - Solution: Using social media to increase reach and extend ELRC network through a dedicated ad campaign
- ➔ First step: “Strategic content planning” – what do we want to achieve?

STRATEGIC PLANNING OF THE CAMPAIGN

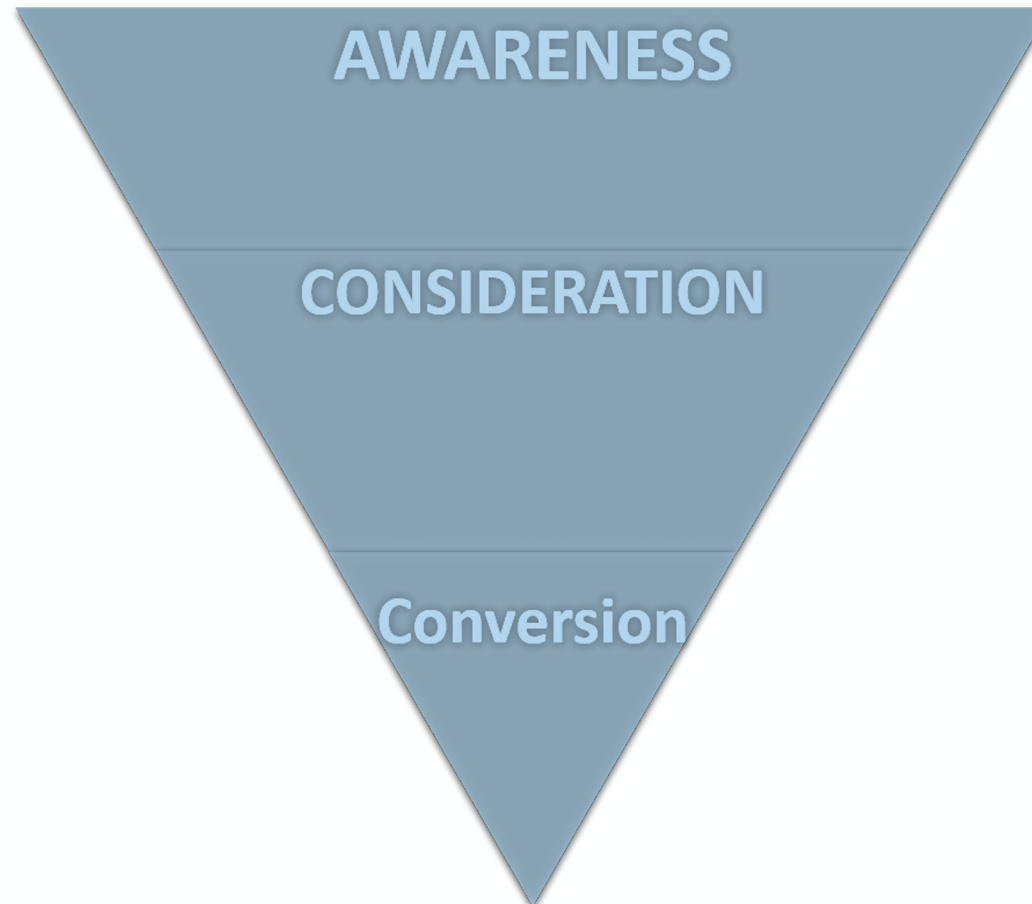
SOCIAL MEDIA CAMPAIGN: STRATEGIC CONTENT PLANNING

- Possible “Fan Benefits” (how we address our audience)
 - Emotion: Emotional addressing (e.g. digital extinction of smaller languages)
 - Information: Fact-based information about ELRC/eTranslation
 - Bonus: Bonuses, prizes ⇔ not possible because of EC frame
- Possible “Business Benefits” (how we present ourselves)
 - Brand: Help to establish the ELRC brand (the project itself)
 - Service: Representing and advertising ELRC services
 - Traffic: Increase traffic for ELRC website and eTranslation (new ELRC followers, increase in registration of eTranslation users)

SOCIAL MEDIA CAMPAIGN: STRATEGIC CONTENT PLANNING

Fan Benefits \ Business Benefits	Brand	Service	Traffic
Emotion	++	+	++
Information	+	+++	++
Bonus	---	--	-

SOCIAL MEDIA CAMPAIGN: SALES FUNNEL



IMPLEMENTATION OF THE CAMPAIGN



SOCIAL MEDIA CAMPAIGN: WHERE TO START?

- ELRC covers all EU Member States, Norway and Iceland!!! How can we manage this?
- Idea:
 - Start with a limited number of target countries to “test the waters” and to build “custom audiences” → lessons learnt (e.g. let Josef speak and not politicians 😊)
 - Replicate this in the remaining countries
- Our test countries to start with:
 - Austria
 - Belgium
 - Germany
 - Italy
 - Luxembourg
 - Norway
 - Poland

SOCIAL MEDIA CAMPAIGN: PROCESS (EACH MONTH)

Contribution

Video clip 1

Video clip 2

Video clip 3

Link posting 1

Target Group

Core Audience

Core Audience

Core Audience

Custom Audience
(3 Video views)

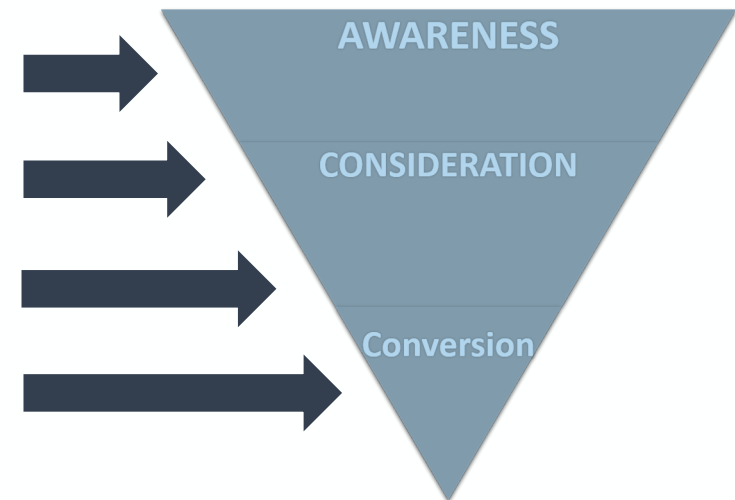
Objective

Video views

Video views

Video views

Link clicks



In addition:

Contributions ELRC Core Audience Reach

SOCIAL MEDIA CAMPAIGN: PROCESS (EACH MONTH)

Contribution

Target Group

Objective

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Video views

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Custom Audience
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Link clicks

In addition:

Contributions ELRC

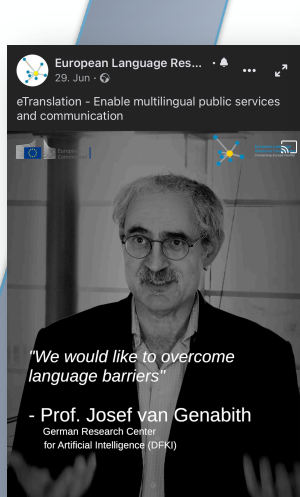
Core Audience

Reach

**Key for success:
Address people in their own
language!**

SOCIAL MEDIA CAMPAIGN: AWARENESS RAISING VIDEOS

→ **Four** “awareness” video clips plus one link posting in our target countries per month



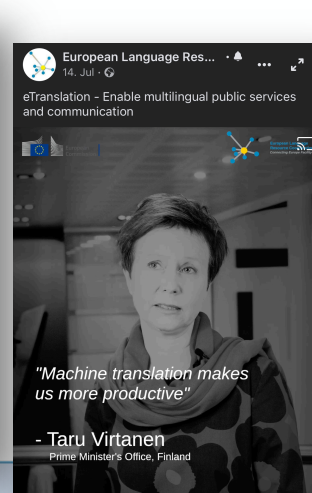
29.06.

Josef van Genabith



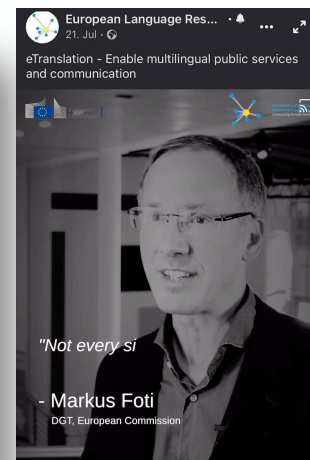
06.07.

Gail Kent & Marko Tadic



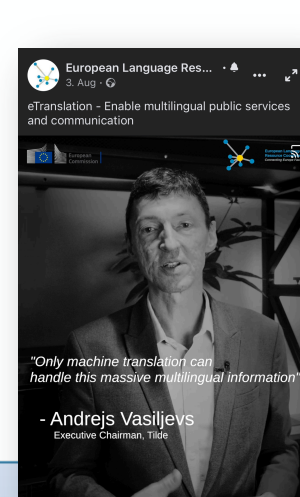
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Marko Tadic & Taru Virtanen



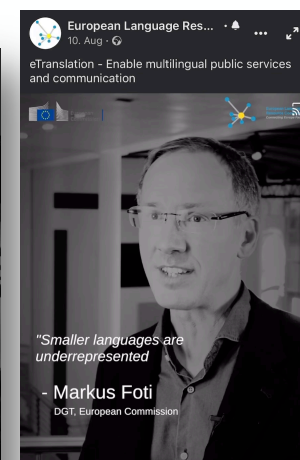
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Markus Foti & Claudia Foti



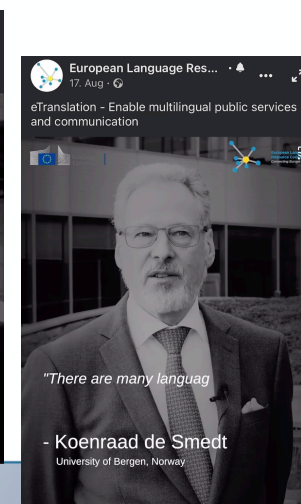
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Andrejs Vasiljevs



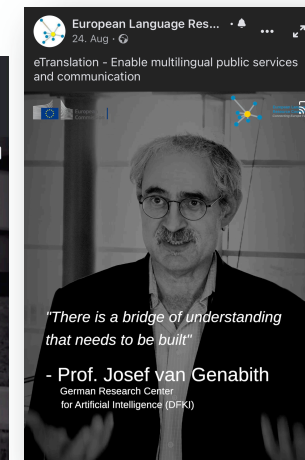
10.08

Markus Foti & Donnatienne Spiteri



17.08.

Koenraad de Smedt, Marko Tadic & Mike Rosner



24.08

Josef van Genabith

SOCIAL MEDIA CAMPAIGN: AWARENESS RAISING VIDEOS

→ **Four** “awareness” video clips plus one link posting in our target countries per month

“We would like to overcome language barriers!”

“Language is at the heart of who we are...”

“Only machine translation can handle this massive amount of multilingual information!”

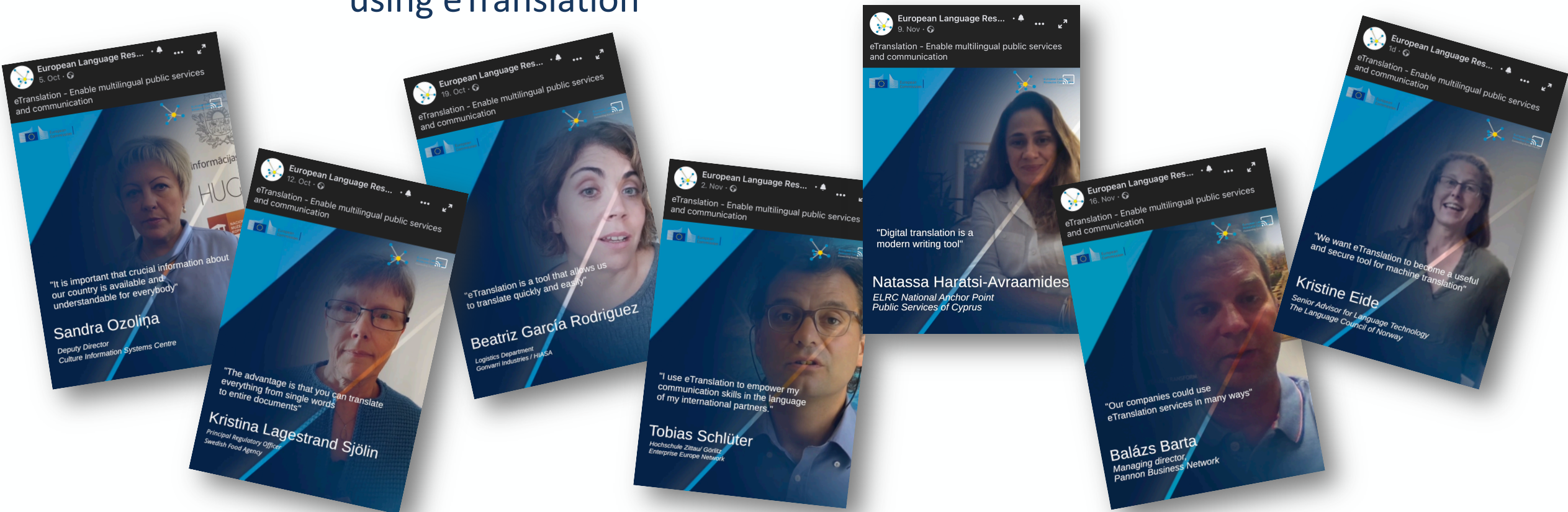
“Machine Translation makes us more productive!”

“Not every translation requires a creative process...”

“Machine translation is a modern writing tool.”

SOCIAL MEDIA CAMPAIGN: AWARENESS RAISING VIDEOS

➔ Seven “testimonials”: eTranslation users speak about why they are using eTranslation



SOCIAL MEDIA CAMPAIGN: AWARENESS RAISING VIDEOS

→ Seven “testimonials”: eTranslation users speak about why they are using eTranslation

“Cross-border communication is no longer an obstacle”

“So that every nation's language like Latvian and others can be used and understood throughout Europe”

“We want #eTranslation to become a useful tool (...) - even for less common languages.!”

“[eTranslation] makes your translation work more efficient and fun and it's also very secure and free to use”

“Many officials use it every day to simplify their work.”

“Especially small and medium-sized companies operating in an international environment will benefit from eTranslation.”

SOCIAL MEDIA CAMPAIGN: LINK CLIPS



➔ Three video clips with links, showing users how to get or use eTranslation or to simply try and test eTranslation

RESULTS OF THE CAMPAIGN

SOCIAL MEDIA CAMPAIGN: RESULTS AT A GLANCE

**More than
275.000**



Full video views

**More than
270.000**



People reached

**More than
2.700**



Link clicks generated

SOCIAL MEDIA CAMPAIGN: RESULTS AT A GLANCE

Added benefits because of increased reach:



Connecting Europe
eTranslation

eTranslation 2020 Survey

What languages, tools and developments
would **you** need?



PARTICIPATE NOW!

CEF AT Tools & Services Survey:
Incredible number of responses!



Connecting Europe Facility
CEF eTranslation
Tools and services for a multilingual Europe



2nd CEF
eTranslation Conference

My EUROPE. My LANGUAGE.
My MULTILINGUAL SERVICES.

14 October 2020
09:30 am to 03:30 pm CEST
VIA ZOOM

eTranslation Conference: Insane
number of registrations!

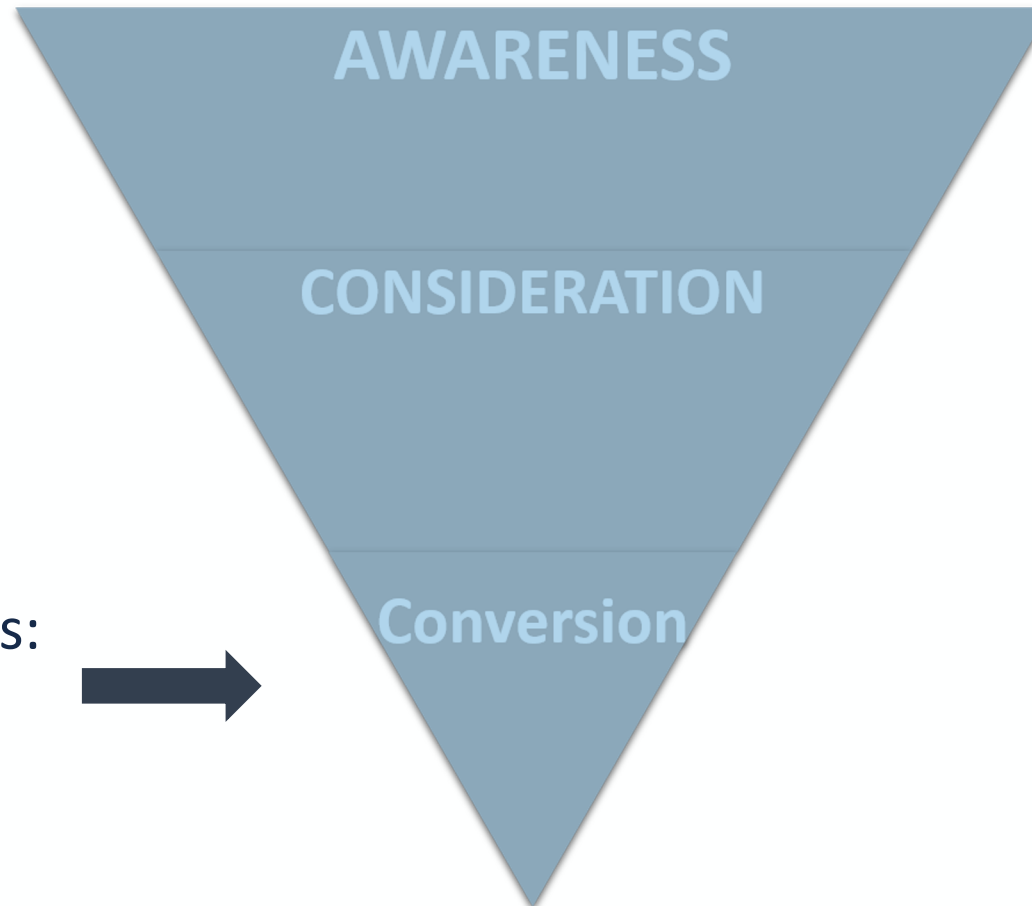
FURTHER PLANNING

SOCIAL MEDIA CAMPAIGN: FURTHER PLANNING

- Publication of remaining testimonials (in all countries)
- Focus on link postings and event postings; only occasional awareness raising video to reach new “followers” → support eTranslation registration and events attendance
 - Increase link clicks with the help of “dark posts”, i.e. targeted ads that only appear as sponsored content in the feeds of the target audience (not on the timeline, but permanently in the “dark”).
 - Promotion of ELRC Country Workshops and other events (e.g. LT Workshops)
 - Streamline postings according to feedback from Brainstorming Session (3 November)

SOCIAL MEDIA CAMPAIGN: SALES FUNNEL

From January onwards:
Focus on conversion



THANK YOU

... for your outstanding support
& for helping us in this very important phase!
This would not have been possible
without your efforts!

THANK YOU FOR YOUR ATTENTION!

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