

NRN Workshop on valorising and communicating successful projects

ENRD perspectives on communicating successful stories

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#RuralNetworking



Communicating good practices



ENRD website

(6 languages: EN FR DE IT ES PL)

- **281 000** visits
- **560 000** unique page views / year
- Good practice database: **15 300** views / year



ENRD monthly newsletter

(3 languages: EN FR DE)

8 000 + total subscribers

Communicating good practices



Social media



Twitter

5 500 followers



Facebook

9 900 followers



LinkedIn

1 400 followers

Communicating good practices



Publications

(6 languages: EN FR DE IT ES PL)

- Rural Connections
- EU Rural Review
- EAFRD Projects Brochure

8300 subscribers
(8-28% click rate)



ENRD events

ca. **20/year**

RIA finalists in the spotlight

Social media promotion



Facebook

Vote opening =
12 100 impressions
Winners announced =
5 100 impressions



Twitter

2% engagement
rate (avg.: 1.4%)



LinkedIn

6.9% Click-Through
Rate (highest CTR is
for ENRD newsletter,
avg. 5%)



Instagram campaign

134 engagements



Popular vote

6 782 votes
in **9 days** =
753 votes/day
(vs. 201 votes/day
in 2019)

RIA finalists in the spotlight



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EAFRD Projects Brochure 'RIA2019'

(6 languages:
EN FR DE IT ES PL)

1 300 subscribers

28-31 % open rate
(mailout)

11-28 % click rate
(mailout)

300+ downloads
(EN, from ENRD
website only)

Keep sharing!

