

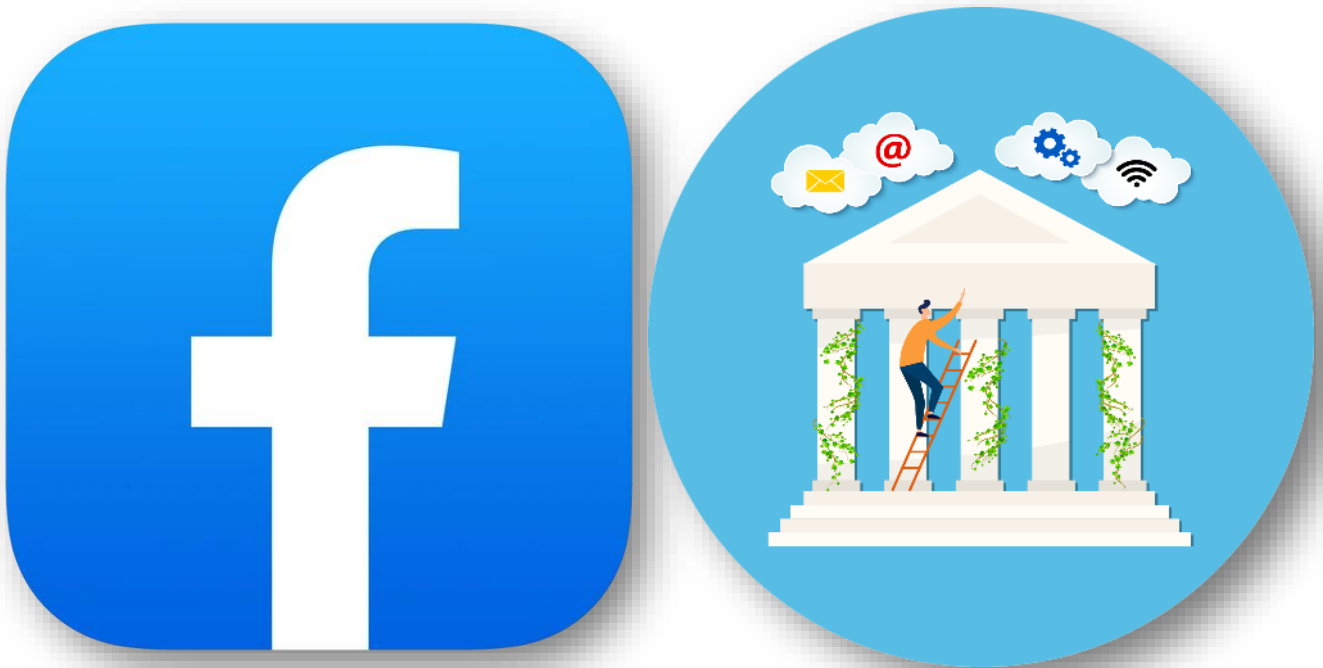


CALL 2022 ROUND 1 KA2

KA220-ADU - COOPERATION PARTNERSHIPS IN ADULT EDUCATION | ERASMUS+

2022-1-IT02-KA220-ADU-000085004

“CULTURAL E-COMPETENCIES IN OPEN AIR”



# THE FACEBOOK PAGE

of the project Cultural E-Competencies in Open Air

WP5\_Communication



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The *Cultural E-Competencies in Open Air* project was created with the aim of promoting the acquisition of both transversal and digital skills in the cultural field while enhancing artistic and cultural heritage in outdoor settings. One of the project’s initial communication initiatives was the creation of a dedicated Facebook page to disseminate information, engage partners and target groups, and encourage public participation in an interactive manner.

The design of the Facebook page began with a planning phase to identify the most effective communication channel to reach the target audience. Facebook was chosen because it remains a widely used social network across Italy, the Czech Republic, and Slovakia, with a broad demographic range, from teenagers to adults. The platform is particularly well-suited for cultural and educational initiatives, as it enables the sharing of multimedia content, including text, images, videos, events, and reels, and facilitates interaction through comments, shares, and reactions. Additionally, Facebook’s capacity to create groups and communities makes it an ideal tool for building a dynamic network around the project.

Prior to launching the page, LIM technicians conducted a study on best practices in social media communication for similar cultural projects. This involved analysing examples of European and local initiatives that had successfully used Facebook to promote cultural activities. The study underscored the importance of well-structured content planning, the use of accessible and inclusive language, and the need to encourage interaction through engaging content. It also revealed that Facebook can be strategically used as a networking tool to involve project partners and their wider communities.

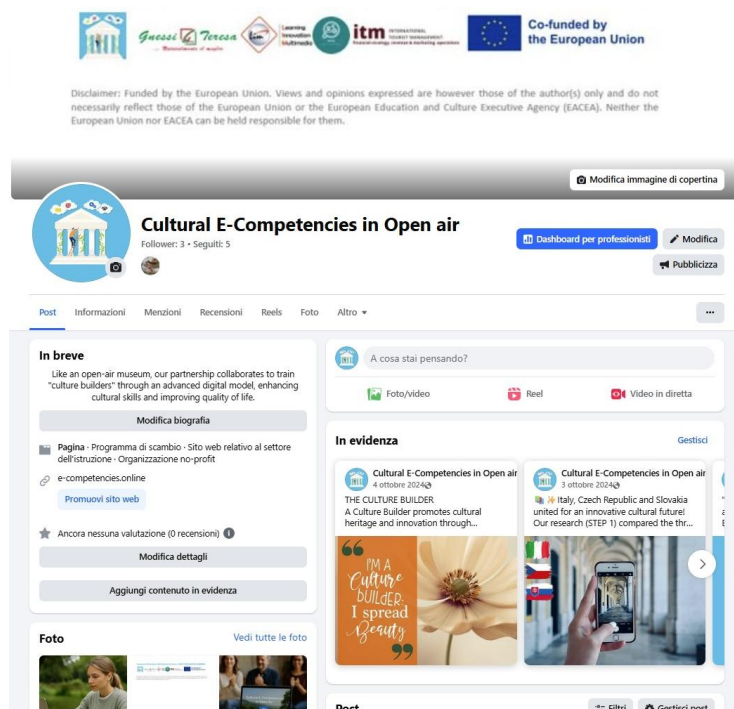
The *Cultural E-Competencies in Open Air* page serves several key purposes, including:

- Inform: update the public on project activities, results, events, workshops and future initiatives.
- Engage: stimulate active participation through posts that encourage comments, reactions and shares.
- Promote: spread awareness of the application of transversal and digital skills in the cultural sector and promote the innovative model of the “open-air museum of culture builders”.
- Build Community: building a network of people interested in culture, digitization, sustainability, continuous training and international collaboration by encouraging the exchange of ideas and experiences.

The Facebook page ([Facebook Page Link](#)) was created following the technical steps provided by the platform. After selecting the categories “Non-profit organisation”, “Education website” and “Exchange programme” to reflect the nature of the project, all the essential information such as the project description, mission, partnership, disclaimer (in the *‘imprint’* section - legal and

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privacy information) and contact information, such as the link to the official website of the project. For the cover photo, a formal image representative of the partnership was chosen, showing the logos of the organisations involved and the project code. The logo of the project, used as a profile picture, was designed to be simple yet evocative, representing the synergy between culture, the outdoors, and technology, while promoting the development of diverse skills (cultural, artistic, professional, and technological) in the digital dimension.



Once the page was created, invitations were extended to project partners and their affiliated organisations and networks, encouraging them to follow the page and actively engage. Direct messages and emails containing the link to the page were sent, emphasising the importance of supporting the community’s growth through likes, comments, and shares. The partners’ knowledge networks were leveraged to further enhance the visibility of the project.



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As the follower base grew, the page was regularly updated with new content. Posts were created by alternating images, videos and texts. For example, one informative post introduced the project’s objectives.



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“Cultural E-Competencies in Open Air” is an Erasmus+ project co-funded by the European Union, involving 4 partners from 3 European countries. The goal is to develop innovative cultural competencies through the use of enabling technologies for digital transformation. Like an open-air museum, we aim to educate aesthetic appreciation, promote art knowledge, share artistic cultures, and improve the quality of life for residents and visitors.

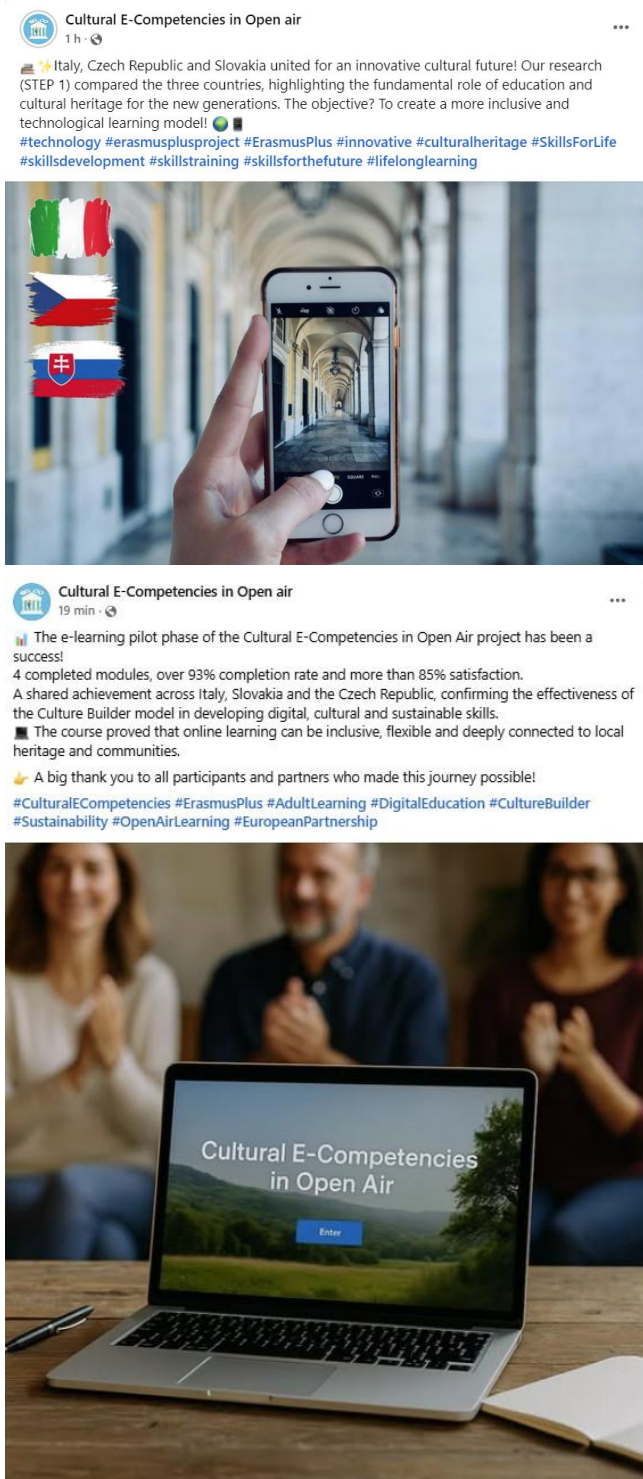
To achieve this, we are establishing and training the role of the “culture builder” through a highly technological and effective training model focused on skill enhancement. We are doing this with passion, expertise, and collaboration.

[#erasmusplusproject](#) [#ErasmusPlus](#) [#culturalheritage](#) [#lifelonglearning](#) [#CulturalExperience](#)  
[#culturalbuilder](#) [#openairmuseum](#) [#partnership](#) [#competencies](#) [#softskills](#) [#innovations](#)



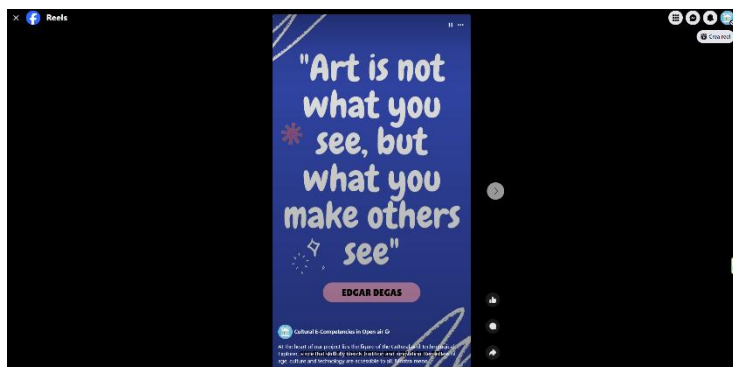
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The page provided updates on project activities.

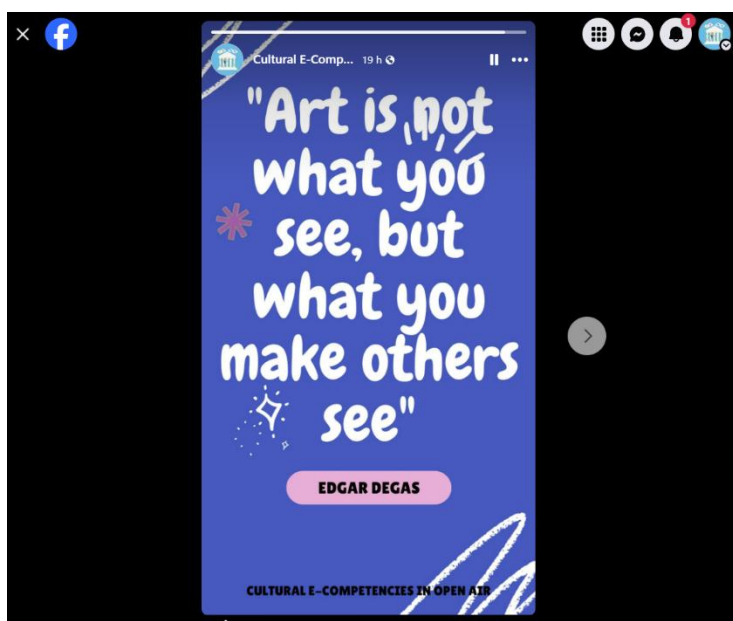


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Reels, thanks to their dynamic nature, helped capture the attention of the public, boosting the engagement and virality of the content.



Stories were used to share quick updates and temporary content, to maintain daily contact with the audience without overloading the main page.



The published texts were carefully crafted to be clear, engaging, and appropriate for a diverse audience. A simple, yet engaging, style was adopted, with phrases designed to spark curiosity and invite interaction. Hashtags were chosen to maximize visibility and connection with relevant

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topics: #ErasmusPlus, #erasmusplusproject, #culturalheritage, #lifelonglearning #skillsdevelopment #skillstraining #skillsforthefuture #personalgrowth #culturalbuilder. It was important to include both generic and project-specific hashtags, to intercept users interested in similar initiatives.



The Facebook page of the *Cultural E-Competencies in Open Air* project has been carefully designed and created to ensure an effective and participatory communication. Through a targeted content strategy and the use of interactive tools, the page is poised to achieve its dissemination and engagement objectives, cultivating an active and involved community around the project.