



Communication & Dissemination Report 2022

Work Package 6 – Deliverable D40

February 2023

Description

The Communication Task Force (TF) will develop a Communication and dissemination strategy at the start of the project to plan adequate dissemination actions within each WP, including some concrete goals, such as e.g. an increase by 10% per year of the number of users of the AEC's digital communication channels (website, social media) compared to the number of users in the previous year.

After the first project year is completed, a report (i.e. an electronic document in English) will be produced to provide information on the activities of promotion and dissemination of the project undertaken in that first year and on the visibility of the project activities.

The report will provide an analysis of the results, compared to the goals set, which will enable the TF to monitor the dissemination of the project outputs. As a result the TF will adjust, if needed, the Communication and dissemination strategy.



ARTEMIS #CommsJourney 2022

Introduction

This document is developed by the AEC Office Team (Communication Coordinator supported by the rest of the team) in the framework of the AEC project "[Empowering Artists as Makers in Society](#)" (ARTEMIS).

The objective of this Communication report is to describe the communication activities that were planned throughout 2022 and how the different channels were used to promote the project activities and results. The ultimate goal is to be able to evaluate if the ARTEMIS project has been well communicated to the target groups set in the Communication Strategy and its results have been easily accessible.

Monitoring our activity

Throughout 2022, the AEC has been monitoring its activity on digital channels as social media platforms and website providers with free inbuilt tools to be able to track its reach and engagement.

Thanks to these tools which provide direct and almost "live" feedback on the performance of the various communication activities, the AEC has been able to keep its strategy and its communication offer

In the case of events, the AEC office made sure to send out a short survey to participants after they had taken place.

Target Audience

1. Higher Music Education Institutions

- HMEIs, i.e. AEC member institutions within Europe and beyond:
- Management (institutional leaders)
- Artistic and academic staff, i.e. teachers, head of departments, researchers, International Relations Coordinators
- Students and alumni
- HMEIs outside the AEC network

2. The Cultural & Creative Sector

- Music business, cultural and creative industry, health and social sectors
- Music professionals, artists and performers
- Other arts HEIs
- European and international arts and culture organisations

3. Decision Makers

- Policy makers at national and European level

4. Society at large

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Tools

1. AEC Website
2. AEC Monthly Newsletter
3. Targeted Emails
4. AEC Social Media accounts
 - Facebook
 - Twitter
 - LinkedIn
5. AEC YouTube channel

Outreach Strategic Plan Pillars

- ❖ Create a new recognisable visual identity and stick with it;
- ❖ Create a dedicated landing page on the AEC website that groups all news related to the ARTEMIS project;
- ❖ Create balance and regularity with the usage of a communication calendar;
- ❖ Collect data concerning the AEC members digital presence;
- ❖ Use a recognisable hashtag for all project activities (such as calls or events): #AEC_Artemis;
- ❖ Involve the AEC members in the communication activities as well as in the dissemination of the project updates (starting with the ARTEMIS working group members);
- ❖ Monitor the communication activity, collect Data and follow up on lessons learnt.

Main topics

Throughout 2022, we have observed what types of topics tend to spark the most interest in the AEC Membership. Even if this slightly differs from channel to channel, the list below groups all of them.

- ❖ AEC Events (AEC Congress, Pop & Jazz Platform, EPARM)
- ❖ Digitisation Initiatives
- ❖ Green / Sustainability Initiatives
- ❖ Diversity & Inclusion Initiatives
- ❖ Vacancies in HME
- ❖ Artistic Research
- ❖ Early Music
- ❖ Musical Improvisation

Summary of communication tactics:

- ❖ Monthly newsletter
- ❖ Social media posts about AEC news items
- ❖ Email invitations + reminders
- ❖ Social media posts regarding dissemination requests (members, partners or external)
- ❖ Event communication

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Success metrics:

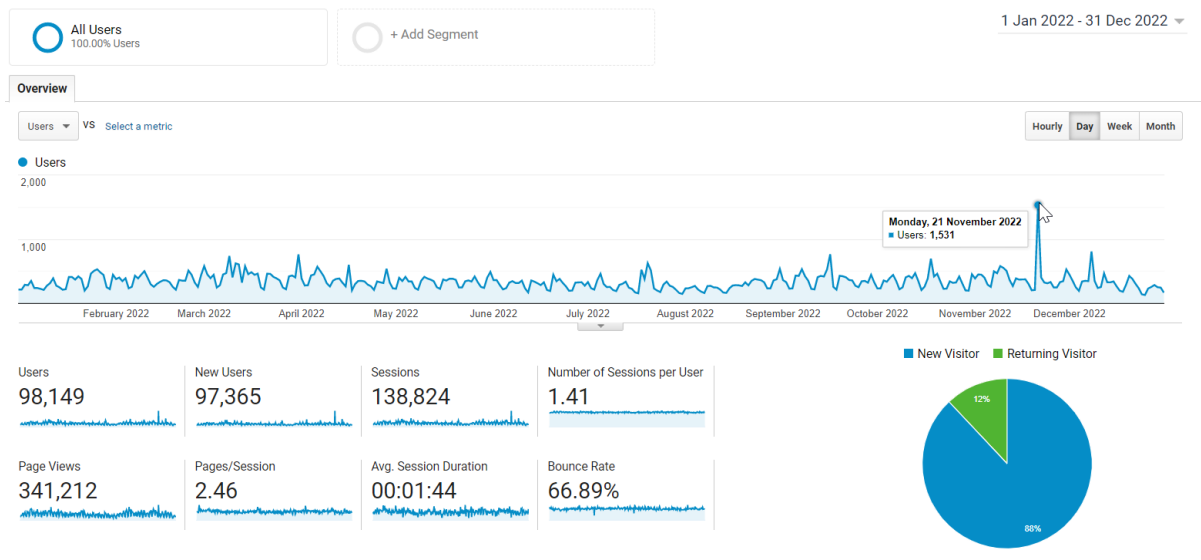
- ❖ Reach (how many people see your content);
- ❖ Impressions (number of times your content is displayed);
- ❖ Engagement (number of interactions people have with your content with likes, comments, shares or retweets).

AEC Website

A section on the AEC website is entirely dedicated to the ARTEMIS project, and subpages describe the WPs and WGs composition and objectives in details.

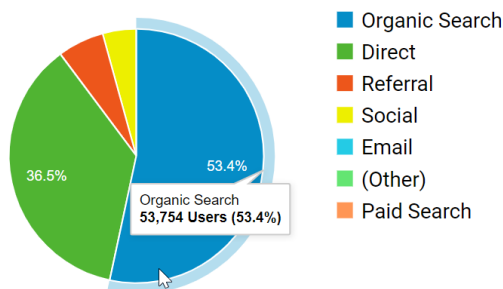
Moreover, updates about the project have been published in the news module of the AEC website, which are periodically featured on the homepage and on the AEC monthly newsletter to strengthen their visibility.

General Audience



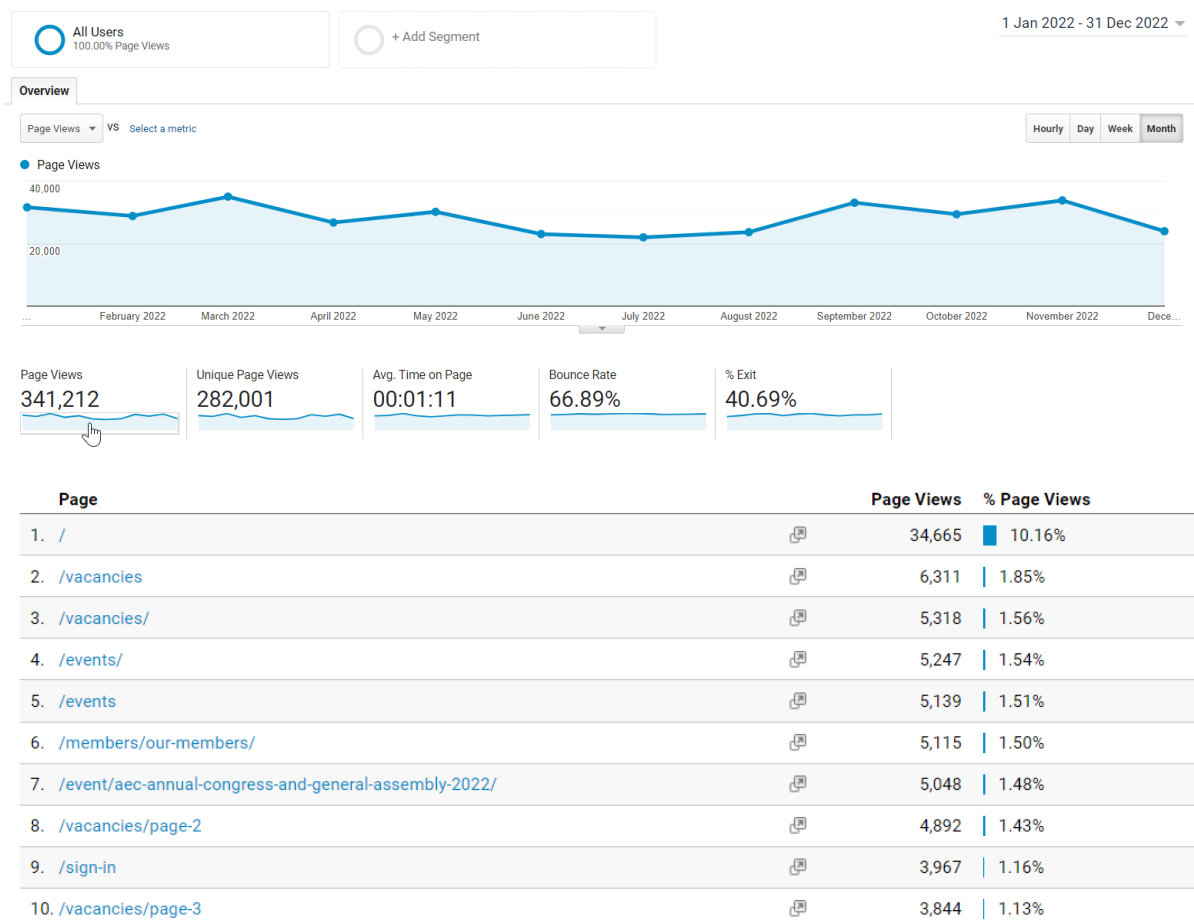
Acquisition

Top Channels





Page Views



ARTEMIS Landing Pages

The landing pages related to the ARTEMIS project which were the most visited throughout 2022 were the following:

- ❖ </project/empowering-artists-as-makers-in-society/> : **1415 sessions**
This is the general page for the ARTEMIS project.
- ❖ </project/empowering-artists-as-makers-in-society/open-calls/>: **1055 sessions**
This was the page dedicated to the open calls for the formation of the ARTEMIS working groups.
- ❖ </project/empowering-artists-as-makers-in-society/wp7> **680 sessions**
This is the page dedicated to ARTEMIS work package 7 dedicated to “ Building the capacity of the HME sector to train artists as makers in society”.

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Social Media Overview

Facebook

@AEConservatoires <https://www.facebook.com/AEConservatoires>

Overall Metrics

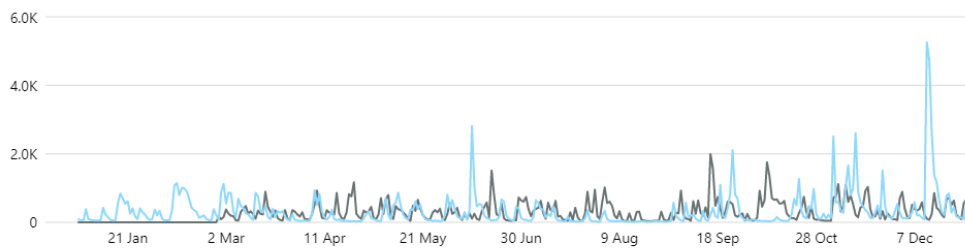
- ❖ Facebook Page Reach: 52'250
- ❖ Facebook Page Visits: 6'908
- ❖ Facebook Page new likes: 203

Results – Comparison with 2021

Results

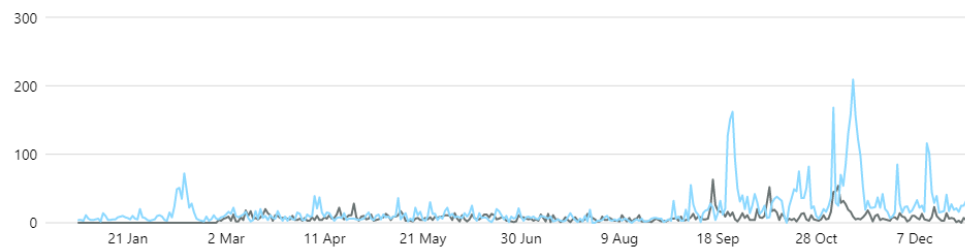
Facebook Page reach ⓘ

52,250 ↑ 64.4%



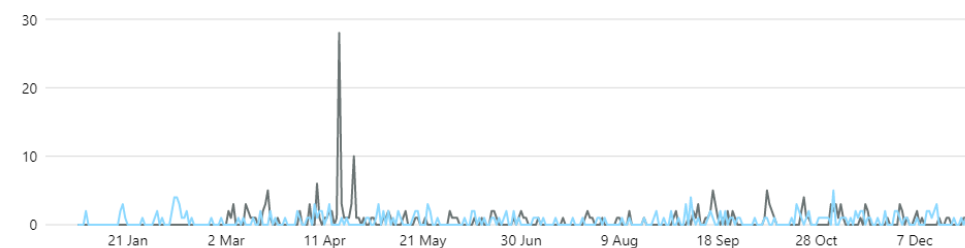
Facebook Page visits ⓘ

6,908 ↑ 170.3%



Facebook Page new likes ⓘ

203 ↓ 8.6%



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Examples of ARTEMIS related posts

AEC - European Association of Conservatoires updated their cover photo. Published by Chiara Conciatori · 18 May 2022 ·

AEC – Empowering Artists as Makers in Society (ARTEMIS) is a new project funded by the [Creative Europe](#) programme of the European Commission, in support of European networks, which is running for a period of 3 years starting from 1 February 2022.

The project will build on the results of previous projects carried out by the AEC, in particular the work and outputs of the Creative Europe funded project AEC – Strengthening Music in Society (AEC-SMS, 2017-2021, <https://bit.ly/3wmVCBt>)

Learn more about ARTEMIS: <https://aec-music.eu/.../empowering-artists-as-makers-in-.../>

No insights to show

Boost a Post

28

AEC - European Association of Conservatoires Published by Alessandra Callegari · 10 November 2022 ·

The Digitisation Workshop took place this morning in the Choir Room at [Conservatoire national supérieur musique et danse de Lyon](#) in #Lyon!

The workshop was facilitated by some of the members of the AEC - Artemis Digitisation Working Group: Haakon Kvidal ([Norges musikkhøgskole](#)), Thom Gilbert ([Royal College of Music](#)) and Mimi Harmer ([Leeds Conservatoire](#)). The session also featured video contributions from Sandrine Desmurs ([Cefedem Auvergne Rhône-Alpes](#)) and Enric Guas ([Escol...](#)) [See more](#)

See Insights and Ads

Boost a Post

15

AEC - European Association of Conservatoires Published by Hootsuite · 31 May 2022 ·

We are delighted to announce the composition of the different Working Groups and Task Forces that will carry out the activities foreseen within the ARTEMIS project, funded by the [Creative Europe](#) programme of the European Commission. These will explore a wide range of topics, conduct studies, collect practices, organise events and workshops!

Meet the members and learn more about the project! <http://ow.ly/Gtv350JkGen>

Meet the members of the ARTEMIS Working Groups!
AEC is glad to announce the composition of the different Working Groups and Task Forces tha...

See Insights and Ads

Boost a Post

22

1 comment 2 shares

AEC - European Association of Conservatoires Published by Alessandra Callegari · 16 December 2022 ·

Is your institution planning or undertaking a change in the [#curriculum](#)? Apply to join one of our clusters! Exchange ideas with colleagues coming from different countries and support each other!

In the framework of the [#AEC_ARTEMIS](#) project, AEC invites its member institutions (active and associate) to join clusters of higher music education institutions undertaking curricular changes.

Share your interest by 20 January 2023!

[See more](#)

Call for interest: Mutual Support Platform for Curricular Innovation

In the framework of the ARTEMIS project, AEC invites its member institutions (active and assoc...

See Insights and Ads

Boost a Post

8

2 shares

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Facebook Success Story



Boost Unavailable

#AECCongress 🎉 Warm Congratulations to all elected Council Members of t...
12 November 2022 at 19:19

ID: 667259311458914

Interactions

👍 629 reactions

💬 113 comments

➦ 8 shares

Performance



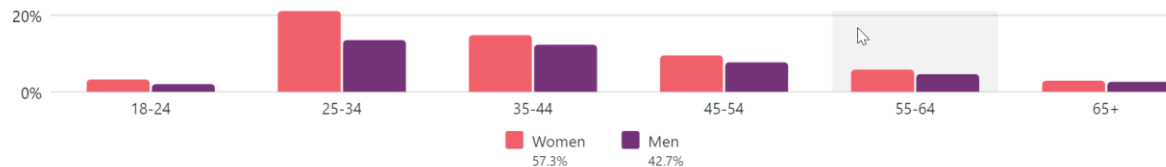
Audience Composition

Audience

Facebook Page followers

4,235

Age & gender



The Facebook page's followers were principally from the following locations: Italy (15%), Spain (10%), Belgium (6.1%), The Netherlands (6%), France (5.3%) Greece (4.8%), Germany (3.8%) United-Kingdom (3.6%), Romania (2.9%), Poland (2.8%).



The age group which was most generated to the platform were the 25-34 years old (Women 21.2%/ Men 13.3%). The lowest generated age group was the 18-24 years old (Women 3.3%/ Men 2.0%).

Takeaways and Overall conclusions:

Facebook continues to be platform with the biggest amount of followers in the AEC network. However, even if the Page reach and Page visits have increased compared to 2021, the likes on the page have slightly decreased. This is partly caused by the decrease in the amount of new users on the platform, which rather than having creating themselves a profile on Facebook, are only active on other social media (e.g. Instagram). As shown from the most successful posts, the members seem to particularly converge and engage on Facebook in the frame of the AEC events.

The metrics have also shown that the demographic of the audience attracted to the Facebook platform ranges rather from 25 years old and above. One of the topics brought up by the participants at the AEC Congress in Lyon in 2022 was the feeling that inclusion could be improved towards students/young adults in regards to the matters concerning AEC. This matter could be considered when looking at AEC's communication on Facebook, and how it does not reach or attract a younger audience.

The geographical locations with the most members present on the platform, namely Spain and Italy, are countries which, when looking at the online member presence, are less active on other platforms. This is something to take into account when looking at ways in which we could draw attention/audiences to the other AEC platforms.

LinkedIn

@AEC - European Association of Conservatoires

Overall Metrics

- ❖ Page views: 1497
- ❖ Unique visitors: 580
- ❖ Custom button clicks: 51
- ❖ Followers: 700
- ❖ Impressions: 22'278
- ❖ Engagement: 5'958

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Analytics 2022

Metrics

Impressions ▾



Organic 22,278
 Sponsored 0

Metrics

Engagement rate ▾



Organic 5,958
 Sponsored 0

Metrics

Clicks ▾



Organic 965
 Sponsored 0

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Success Story

AEC - European Association of Conservatoires
708 followers
2mo • Edited •

We wish all the best to our new President and the entire #AECcouncil!

...see more



"I will strive to take AEC's firm foundation and further promote the development of our European and Global network. I will seek new ways to support AEC members in understanding the developments in learning, teaching, and artistry in the 21st century. I will also strive to ensure all of our members benefit from our advocacy and have access to training and supports, that will help our institution to thrive"

DEBORAH KELLEHER
President of the AEC - Association Européenne des Conservatoires
Académie de Musique et Musiquechœur

www.aec-music.eu

45 2 comments · 1 repost

Like Comment

Organic impressions: 1,076 Impressions Show stats

AEC - European Association of Co...
708 followers
3mo • Edited •

The members of the AEC #Digitisation Working Group (WG) met in Lyon to discuss the group's strategy and priorities and prepare the w ...see more



with Thom Gilbert

21 2 comments · 3 reposts

Like Comment

Organic impressions: 448 Impressions Show stats

AEC - European Association of Co...
708 followers
2mo •

The Leadership and Organisation for Teaching and Learning at European Universities – #LOTUS_EU project, led by the European University ...see more



EXPERT VOICES

If we as institutions want to continuously develop the student learning experience, we must seek, test and implement new approaches of teaching and learning, and, in doing so, ourselves undergo a process of learning.

Martin Pechal
Royal Conservatoire The Hague

41 2 comments · 2 reposts

Like Comment

Organic impressions: 1,568 Impressions Show stats

AEC - European Association of Co...
708 followers
3mo •

ICON: Innovative Conservatoires Seminar for #teachers!

...see more



Innovative Conservatoires (ICON) Seminars 2022-23

aec-music.eu • 2 min read

20

Like Comment

Be the first to comment on this

Organic impressions: 642 Impressions Show stats

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Audience Composition

The LinkedIn audience has been mainly comprised of visitors with backgrounds in media & communication (20.7%), human resources (10%), education (9.8%), arts & design (7.5%), community and social services (5.9%) and business development (4.6%).

The AEC LinkedIn followers are coming from all over Europe (Belgium, The Netherlands, France, Spain and Italy being the most represented), with the majority of them coming from Belgium and The Netherlands.

The general engagement rate with, high impressions and reactions to the LinkedIn page was at an all time high during the periods of the AEC's biggest events (PJP (February 2022), EPARM (March 2022), IRC (September 2022) & AEC Congress and General Assembly (November 2022)).

Takeaways and Overall conclusions:

The LinkedIn channel was created at the end of 2021, thus making it the youngest among AEC social media channels.

The platform generated 260 new followers in 2022. It is evident that more and more individuals within the AEC network are migrating their online activities to this channel as it provides a more "professional platform" to connect and promote their professional achievements as well as networking opportunities.

As seen in the Member Online Presence overview, we can see various AEC's member institutions are not yet present on LinkedIn or they limit their activity on the platform compared to their communication activities on Facebook. This is possibly due to the limited time and resources of the members' communication departments. This needs to be taken into consideration by AEC before planning any ARTEMIS joint campaigns and the dissemination of the project outputs.

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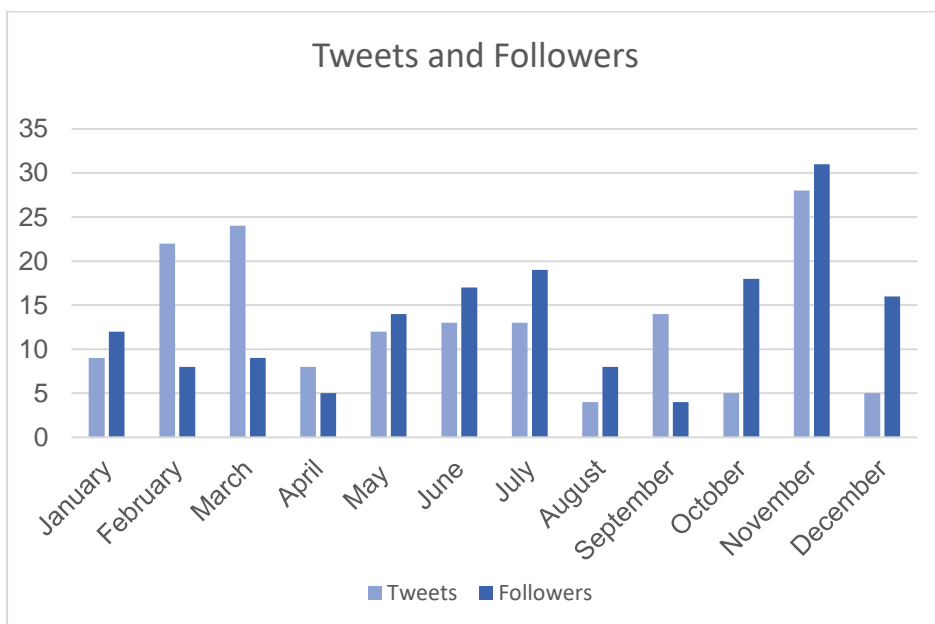
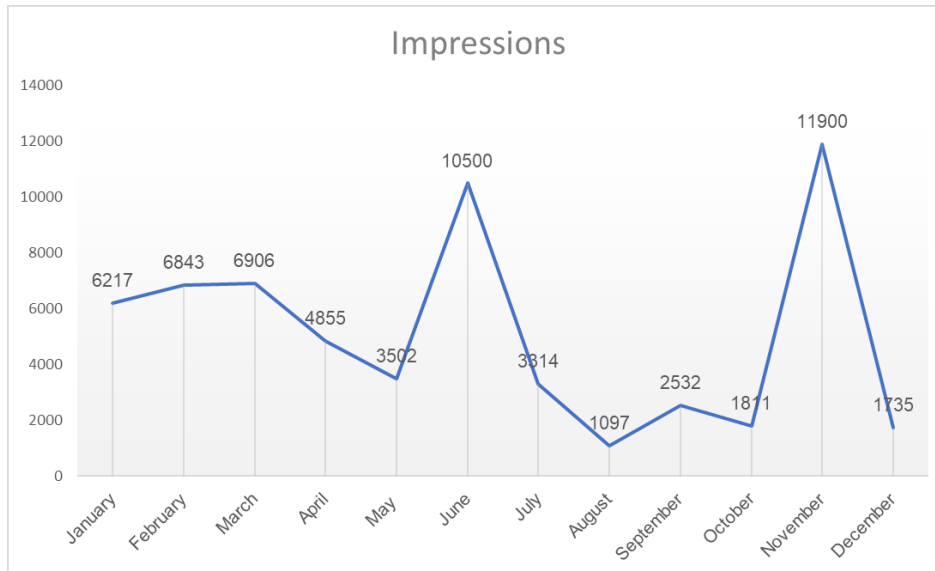
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Twitter

@AEConservatoire <https://twitter.com/AEConservatoire>

Analytics 2022



AEC – Empowering Artists as Makers in Society

www.aec-music.eu/empowering-artists-as-makers-in-society/



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ARTEMIS Success Story

AEC @AEConservatoire · Jan 10
 #AEC_ARTEMIS
 10 days left to submit your interest!
 Is your institution planning or undertaking a change in the #curriculum? Apply to join clusters of higher #musiceducation institutions undertaking #curricular changes.
 Apply by 20 January!
aec-music.eu/news-article/c...



Creative Europe and 8 others

2 replies, 2 likes, 423 views

AEC @AEConservatoire · Nov 11, 2022
 TODAY
 Join us online for "Representing the sector, an #advocacy workshop"!

With: Stefan Gies - AEC, members of the #AEC_ARTEMIS Advocacy Task Force & @GabRosana @actforculture, Katharina Weinert @EMC_JMC & Alessandra Callegari - AEC.

11:00 AM CET
bit.ly/3E2qeul



1 reply, 3 likes, 1 view

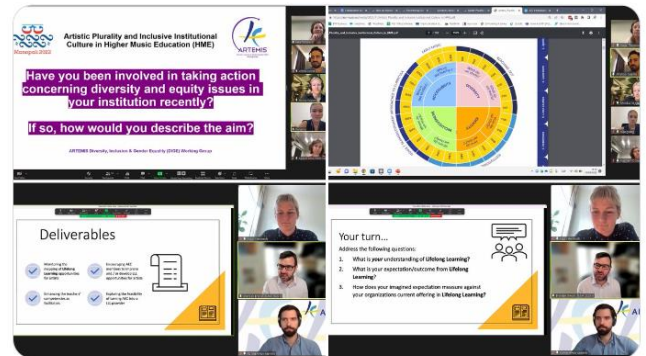
AEC @AEConservatoire · Oct 14, 2022
 #Mentoring programme: 1 month left to apply!
 AEC & @Creators_ECSA have launched a call for mentors & mentees for female composers and songwriters!
 Apply by: 14.11.2022
 Find out more: aec-music.eu/news-article/o...
 #genderequality #music



4 replies, 3 likes, 100 views

AEC @AEConservatoire · Sep 19, 2022
 Before meeting in Monopoli for the #AECIRC2022, two Working Groups of the #AEC_ARTEMIS project are delivering online sessions about #ArtisticPlurality and #LifeLongLearning.

Learn more about ARTEMIS: aec-music.eu/artemis



4 likes, 1 view

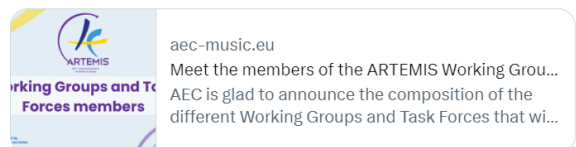
AEC @AEConservatoire · Oct 20, 2022
 The members of our #Digitisation Working Group met in #Lyon to discuss the potential of digitisation in #musiceducation and prepare the workshop for the AEC Annual Congress.
 to the working group members and to @CefedemAuRA for hosting us!
 #ARTEMIS @europe_creative



5 likes, 1 view

AEC @AEConservatoire · May 31, 2022
 We are delighted to announce the composition of the different Working Groups and Task Forces that will carry out the activities foreseen within the #ARTEMIS project, funded by the @europe_creative programme.

Meet the members!



3 replies, 6 likes, 1 view

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Takeaway and Overall conclusions:

The platform generated 172 new followers in 2022. This platform generated the least amount of new followers in the year of 2022. The AEC Communication team has observed that Twitter presents the platform which proves to be the most difficult in engaging its audience.

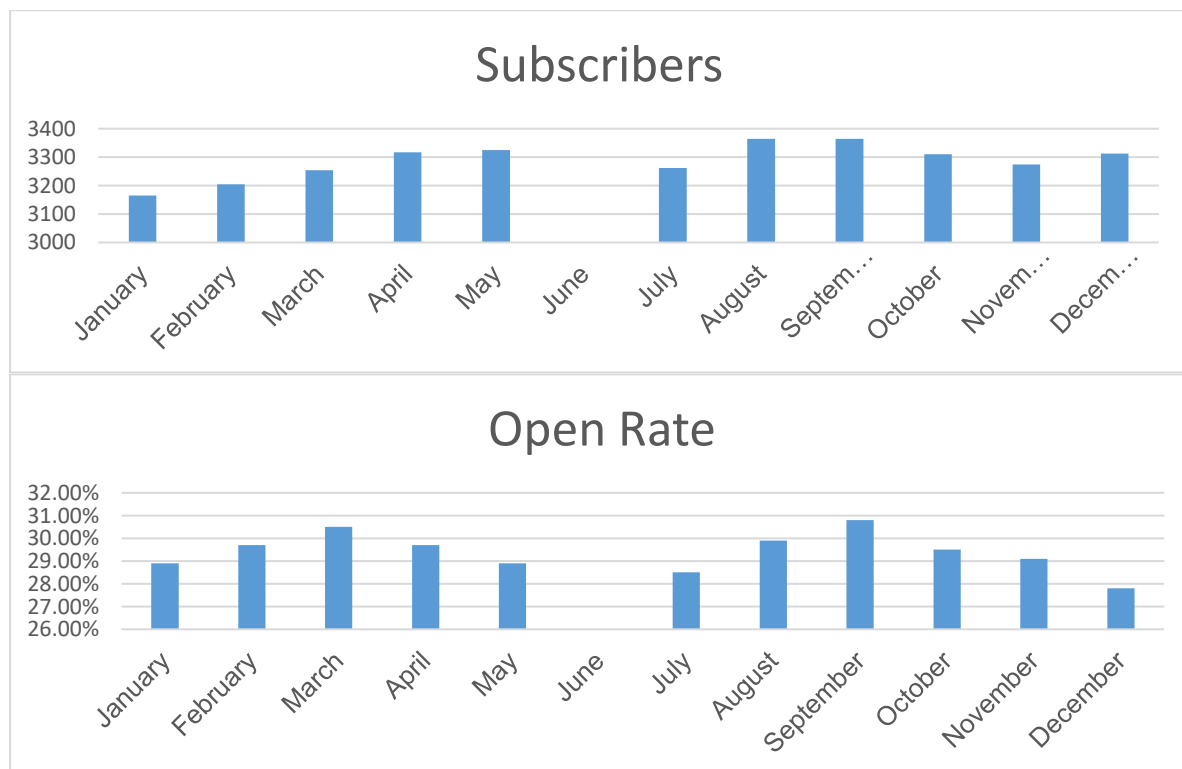
Even if the majority of the AEC Member Institutions have an account on Twitter, they don't seem to be active on the platform. Most individuals which are involved in the AEC Network seem to be active mostly during the AEC events. In fact, once again, the month which generated the most engagement on Twitter, in terms of the number of tweets, new followers, and impressions, was the month of November 2022, which was when the activity on the platform was at its peak due to the AEC Annual Congress and General Assembly.

Email Campaigns / Monthly Newsletter

AEC uses Campaign Monitor to send out the monthly newsletter as well as targeted email invitations to its members and subscribers. By the end of 2022, the AEC Newsletter reached **3300 subscribers**.

The AEC offers its members and close partners the possibility to disseminate any news which could be relevant to the AEC Network, through a website news item which could be then published in the newsletter.

Analysis





Audience Behaviour (ARTEMIS)

The AEC audience seemed to be quite receptive and interested in the news related to the ARTEMIS project. This is clear when looking at the very high open rate related to any of the ARTEMIS calls for interest, open calls or surveys.

Campaign	Recipients	Opened	Clicked	Sent	
Call for Interest: Mutual Support Platform for Curricular Innovation ARTEMIS x	2,652	52.1%	18.9%	10 Jan 2023	⋮
Call for interest: Mutual Support Platform for Curricular Innovation ARTEMIS x	2,675	52%	18.4%	8 Dec 2022	⋮
Open Call: AEC - ECSA Mentoring Programme ARTEMIS x	1,720	47.5%	16.5%	3 Nov 2022	⋮
ICON Seminars for teachers! ARTEMIS x	1,830	47.3%	18.6%	18 Oct 2022	⋮
Advocacy Survey ARTEMIS x	1,828	48%	19.9%	11 Oct 2022	⋮
Innovative Conservatoires (ICON) Seminars for teachers 2022-23 ARTEMIS x	324	52.5%	14.9%	6 Oct 2022	⋮
Advocacy Survey ARTEMIS x	634	46.3%	10.8%	29 Jul 2022	⋮

Event

Analysis - AEC Annual Congress & General Assembly 2022

We chose to analyse this particular event as it grouped the most amount of themes and sessions related to the ARTEMIS Project (both as pre-conference workshops and actual sessions in the frame of the event).

❖ Number of event participants

Number of participants: 333 (270 in person and 63 online).

The questionnaire was sent out to the participants after the Closing Session. The results that are shown here are the data collected via Google Form.

❖ Number of people interacting on social media

As shown in this report, under the various sections dedicated to social media, the AEC Congress and General Assembly generated peaks in engagement across all social media platforms and AEC website.

❖ Total number of views to the website page of the event: 5,048

<https://aec-music.eu/event/aec-annual-congress-and-general-assembly-2022/>

❖ ARTEMIS related sessions satisfaction

- Pre Congress Workshop on “Higher Music Education through the lens of diversity and inclusion” with the members of the ARTEMIS DIGE WG. Average satisfaction: 4/5

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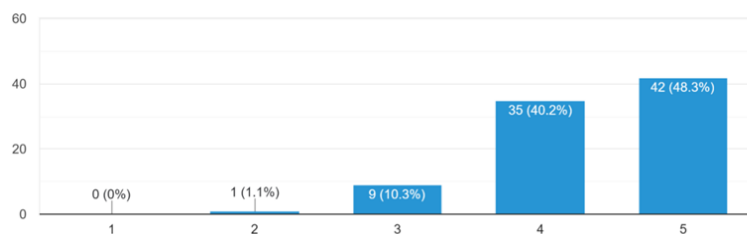
- Pre Congress Workshop on Digitisation in Higher Music Education with the Digitisation working group of the ARTEMIS Project. Average satisfaction: 4/5
- Congress Session: Going Green Together with the AEC Goes Green ARTEMIS Working Group: Average Satisfaction: 4,2
- Congress Session: Representing the sector – an advocacy workshop. Average Satisfaction: 3,5
- Congress Session: Getting involved in ARTEMIS: AEC – Empowering Artists as Makers in Society. Average Satisfaction: 4,2

❖ Results of the satisfaction survey (communication related questions)

Overall, on a scale from 1 to 5, how would you rate the communication for this event? 4,4

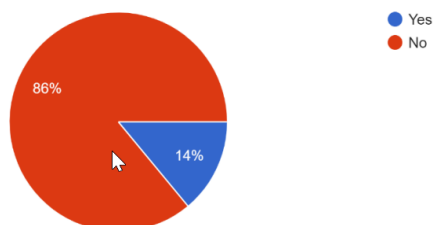
(1 = poor, 5 = very good)

87 responses



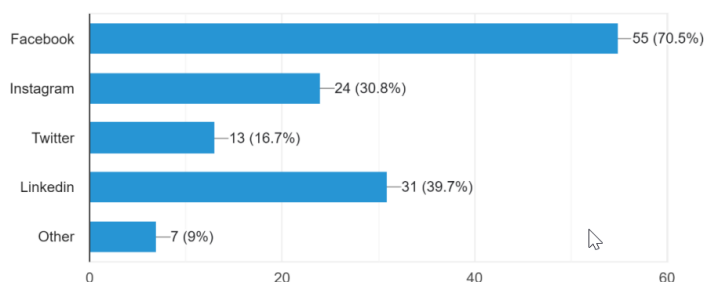
Was any information about the event hard to find on the AEC website?

86 responses



What are your preferred social media platforms?

78 responses





General follow-up on Lessons Learnt

1. Monitoring with consistency

Be more consistent with tracking the data behind the various communication activities. Free inbuilt tools have time limitations and that is why it is imperative to monitor the reach and engagement of the communication activities on a monthly basis.

2. Use the network

Coordinate better with ARTEMIS working group members as well as AEC member institutions to ensure the best outreach for the ARTEMIS project outputs.

3. A look to the press

The initial ARTEMIS communication strategy did not include a specific approach for the press. This will be reevaluated for 2023 and the strategy will possibly be adapted, also depending on the direction set by the ARTEMIS advocacy strategy.

4. Inclusion

Develop an Instagram account for the association to better respond to the needs and pace of the network activities as well as to be more inclusive and reach a wider and younger audience.

5. Listening

Continue “listening” to our members’ needs and online presence, in order to deliver communication campaigns and events which are tailored to the expectations of a complex and diverse network. Make better use of the post-event surveys to include more communication & dissemination specific questions.