

Communication and dissemination report 2023

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Working Group in Charge	Communication Task Force		

After the second 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 aim of this report is to enable the Communication TF to monitor the work achieved in communication and dissemination and whether the target groups have been reached as planned.

The report will follow the one produced in the first year and analyse progress made on the realisation of the Communication and dissemination strategy. It will do so, 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

The Association Européenne
des Conservatoires, Académies
de Musique et
Musikhochschulen (AEC)



Communication Report

2023



Association Européenne des
Conservatoires, Académies de
Musique et Musikhochschulen



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Disclaimer

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 2023 and how the different channels were used to promote the project activities and results. The ultimate goal has been 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.

AUDIENCE REPARTITION

Throughout 2023, AEC's communication activities continued to be directed at four macro groups:



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



3. Decision Makers

Policy makers at local, national and European level



4. Society at large



MAIN TOPICS

Throughout 2023, AEC's communication activities revolved around the following topics of interest. These topics continue to generate the most interest in the AEC Membership. Even if this slightly differs from channel to channel, the list below groups all of them.

01.

AEC EVENTS



02.

**DIGITISATION
INITIATIVES IN
HIGHER MUSIC
EDUCATION**



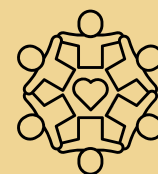
03.

**GREEN /
SUSTAINABILITY
INITIATIVES**



04.

**DIVERSITY & INCLUSION
INITIATIVES (E.G.
MENTORING
PROGRAMME)**



05.

**VACANCIES AND
MOBILITY IN
HIGHER MUSIC
EDUCATION**



06.

**ARTISTIC
RESEARCH**



07.

EARLY MUSIC



08.

**CURRICULUM
DEVELOPMENT**



2023 Summary

Outreach and Engagement:

- AEC expanded its outreach efforts through various digital platforms, engaging with a wider audience of stakeholders, including Higher Music Education leaders, students, educators, policymakers, and cultural institutions.
- Social media campaigns, and newsletters, were utilised to better facilitate the dissemination of the project outcomes and all news coming from the network. This enabled the AEC to foster dialogue, share best practices, and promote the value of conservatoire education in Europe.
- All target groups were successfully reached thanks to a varied digital presence.

Crisis Communication and AEC 4 Ukraine Campaign:

- Learning about the importance of crisis communication, the AEC launched the "[#AECforUkraine campaign](#)" in response to the humanitarian crisis in Ukraine. This campaign aimed to mobilize support and solidarity within the conservatoire community and beyond, ultimately providing resources and assistance to three of AEC member institutions in Ukraine.
- The #AECforUkraine campaign sought to mobilise institutions and individuals to direct funding to support three Ukrainian AEC Member Institutions. The funds raised were directed to the purchase of 3 electric generators, one for each of the AEC member institutions.

Advocacy and Representation:

- AEC continued to advocate for the importance of arts and culture in education and society. We actively participated in discussions with European Union officials, advocating for policies that support the arts and cultural sectors.

2023 Summary

Advocacy and Representation:

- Our organisation represented the member institutions in discussions on funding, accreditation, and quality assurance, ensuring that the voice of conservatoires was heard at the European level.
- We are particularly happy that Mr Georg Hauesler - Director for Culture, Creativity and Sport in the European Commission (DG EAC) was able to participate to our Annual Congress and address our membership.

AEC Events in 2023:

AEC hosted five major events throughout the year, serving as key communication and dissemination platforms:

- Pop & Jazz Platform (February - Rome, IT)
- European Platform for Artistic Research (March - Copenhagen, DK)
- ARTEMIS Network Meeting (June - Prague, CZ)
- International Relations Coordinators Meeting (September - Leuven, BE)
- AEC Congress & General Assembly (November - The Hague, NL)

AEC also participated to various external partners' events to disseminate the ARTEMIS project's outcomes.

In conclusion, 2023 was a year of growth, collaboration, and resilience for the European Association of Conservatoires.

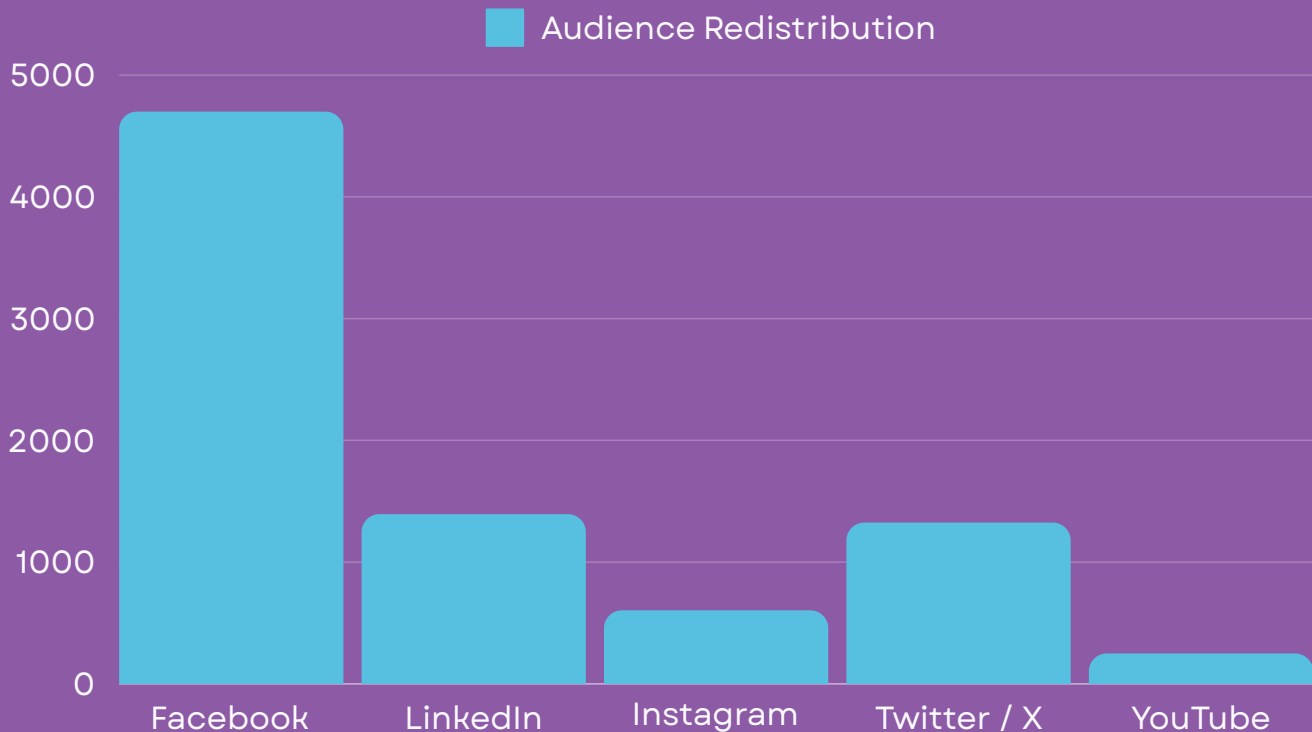
Despite the challenges posed by the evolving music, cultural and educational sector as well as the wars deeply affecting the life and work of some of our members, **AEC remained dedicated to advancing the mission of higher music education and promoting the cultural richness and musical diversity of Europe.**

Socia Media Channels Overview

AEC is present on social media to be able to connect with its audience, build trust and drive meaningful engagement. Thanks to social media, AEC has amplified its voice and increased its visibility.

AEC is present on Facebook, LinkedIn, Instagram, X (Twitter) and YouTube.

Please se below how our audience distributes itself among the different platforms:



Socia Media Channels Overview

LinkedIN



LinkedIn has served as a very useful platform for AEC throughout 2023.

LinkedIn helped the AEC establish a significant presence within the professional networking and the higher arts education sector.

AEC LinkedIn page featured **169 posts** and generated an impressive **61476 impressions** showcasing AEC's influence in the professional and academic field.

The growth of followers is also notable with an increase of 593 resulting in a total of **1394 followers**.

LinkedIn is a dynamic space for the AEC to connect with professionals, educators and institutions facilitating exchange of information and insights.

LinkedIn



At a glance



1394

Followers



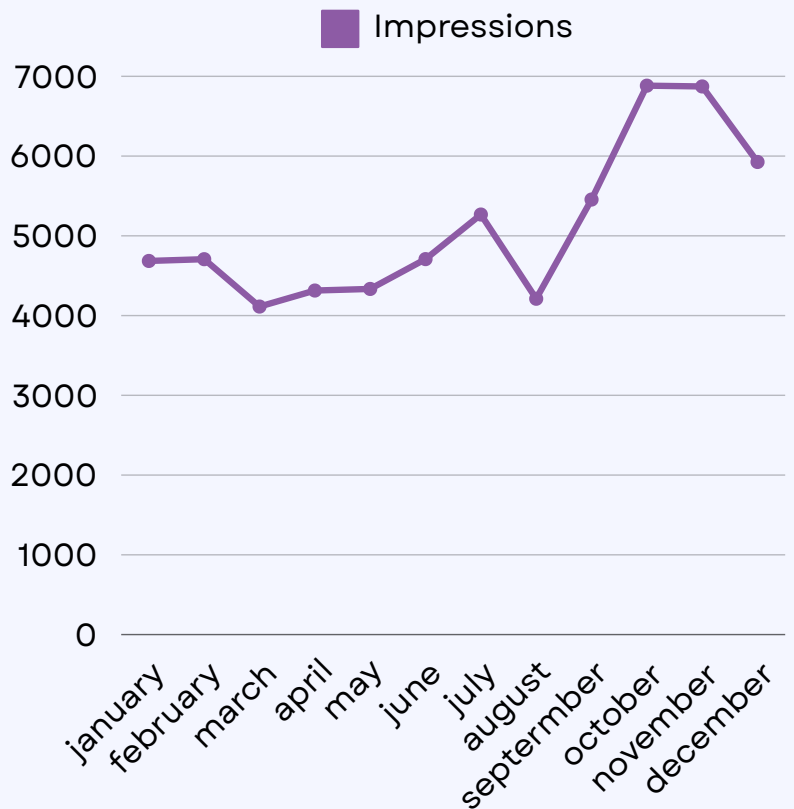
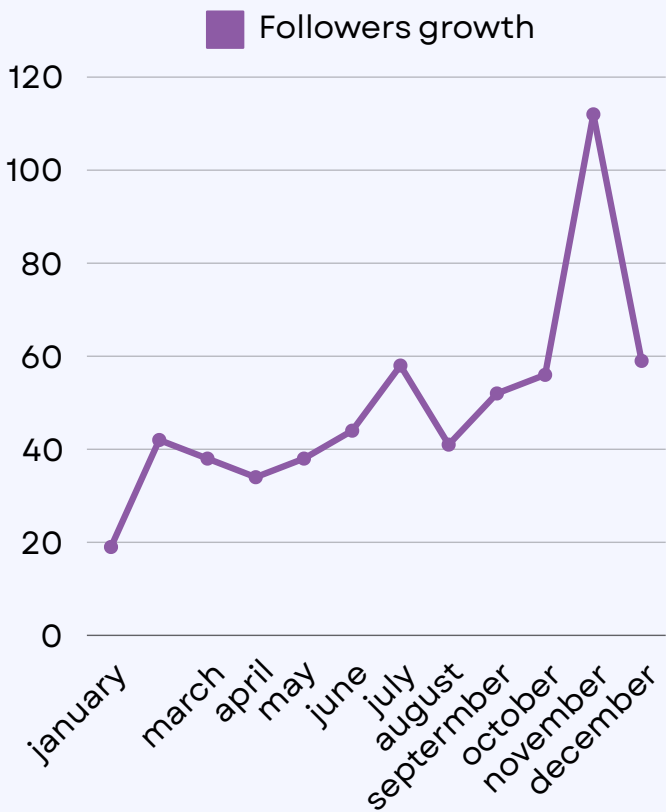
61476

Impressions



169

Content



Socia Media Channels Overview

Facebook



Facebook continues to stand out as the predominant platform for engagement within the AEC's digital community.

With a substantial user base, Facebook remains the primary hub for members to connect, share insights, and stay updated on the latest developments in the field of conservatories and higher arts education.

With a total of 207 posts in 2023, the page reached an impressive **108,063 individuals** and accumulated 12962 page views. The growth of followers is also notable with an increase each month and reaching a total of **4700 followers** at the end of the year.

The AEC's Facebook platform is used for fostering collaborative discussions, disseminating relevant information, and enabling networking possibilities for music and arts professionals in the education sector and students.

Facebook



At a glance



4700

Followers



108063

Page Reach



207

Content (Posts)



Socia Media Channels Overview

Instagram



AEC opened its Instagram account in 2023 and the medium played an important role in stimulating engagement and expanding the organisation's reach.

By utilising this platform AEC shared a total of **94 posts**, including reels and engaging **370 stories**.

The Instagram platform serves as a great platform for engagement reaching a total of **10277 accounts** and generating **59115 impressions**.

Since the launch of the account our followers number has increased to **604 individuals**.

Through strategic content creation and consistent posting, AEC has successfully leveraged Instagram to foster meaningful interactions with its audience, showcased by the significant increase in followers and impressive engagement metrics.

As the platform continues to evolve, AEC remains committed to utilising Instagram as a pivotal tool in its outreach efforts, ensuring continued growth and connection with its community.

Instagram



At a glance



604

Followers



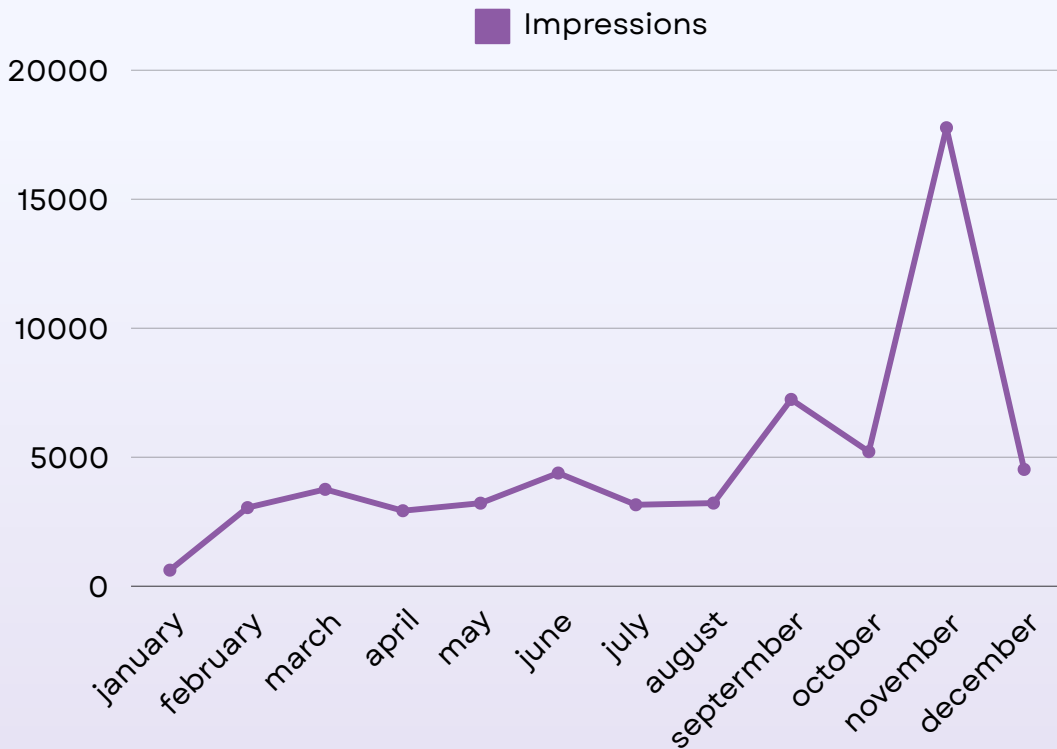
59115

Impressions



464

Content
(Posts & Stories)



Socia Media Channels Overview

Twitter / X



Twitter now X was the platform which obtained the least amount of reach and also it presented the space where the AEC noticed the least amount of engagement.

Nevertheless it can still be considered a useful platform for the organisation in 2023, contributing to AEC's online presence and advocacy with representatives from the EU Institutions.

In 2023 AEC shared a total of 96 tweets and generated a notable **28602 impressions**. The platform received a notable 3856 profile visits and saw positive engagement in terms of mentions, totalling 61.z

This platform also facilitated meaningful interactions with key collaborators in the higher music education sector, further solidifying AEC's position in the field.

Additionally, Twitter/X served as an effective channel for AEC to share industry insights, promote events, and connect with music educators, professionals, and enthusiasts worldwide, reaffirming its commitment to advancing music education and collaboration on a global scale.

Twitter / X



At a glance



1325

Followers



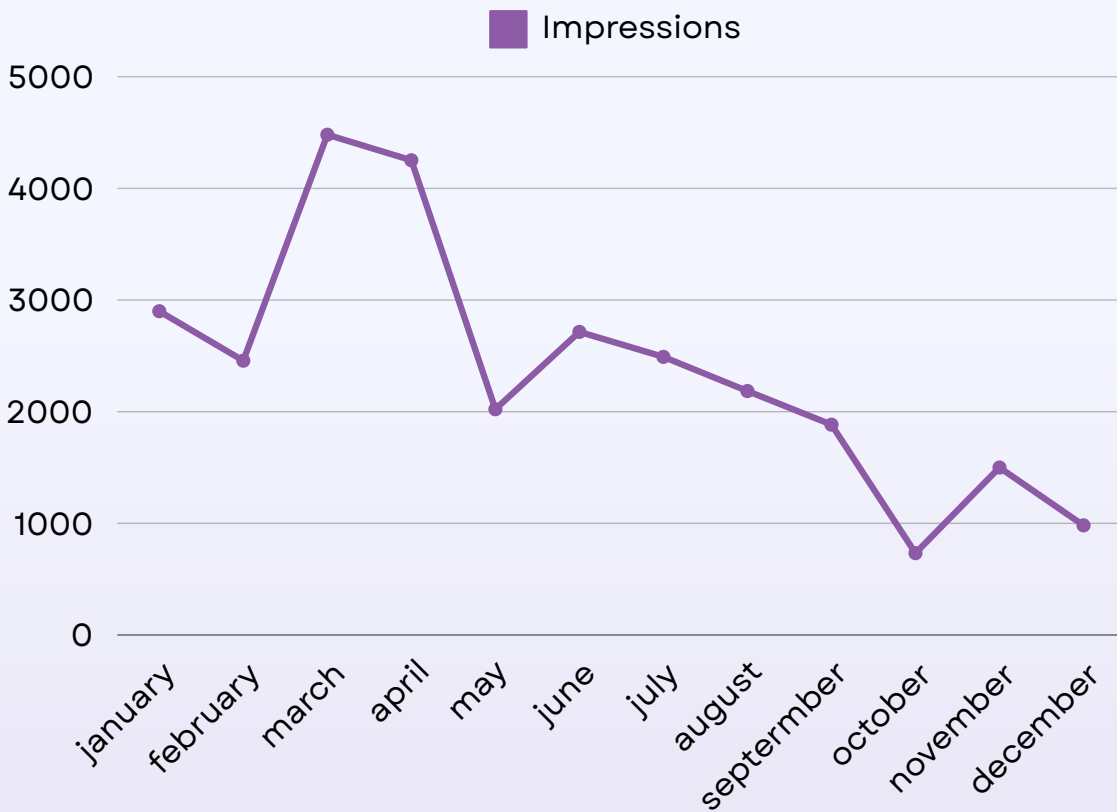
28,602

Impressions

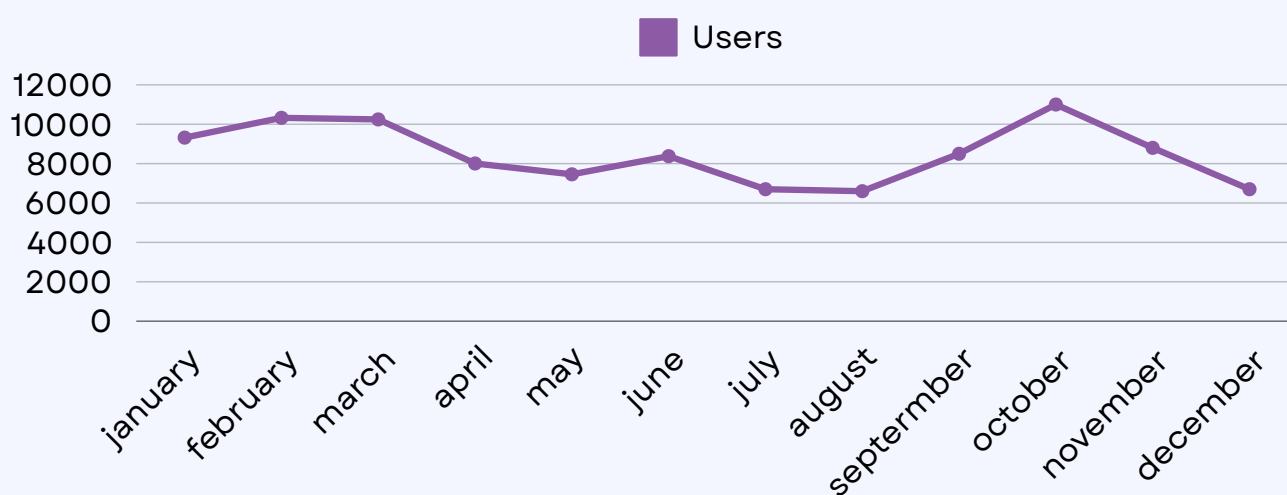
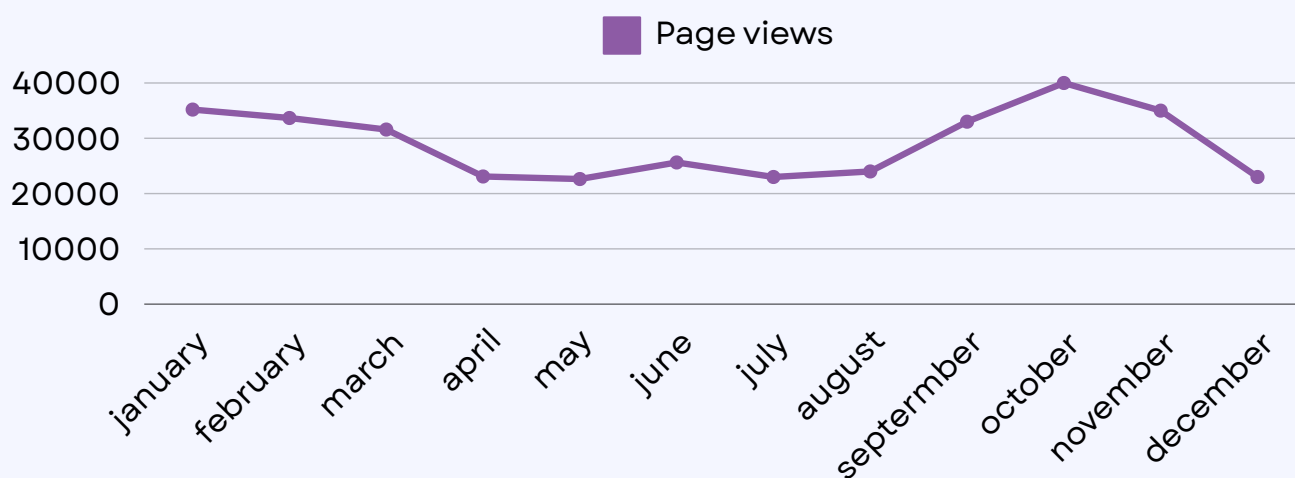


96

Content (Tweets)



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 website, and they are periodically featured on the homepage and on the AEC monthly newsletter to strengthen their visibility.

Page Views
355K

Users
96K

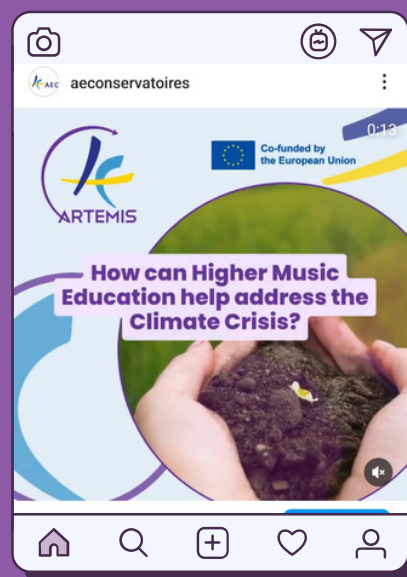
#AEC_ARTEMIS

Communication Series

AEC produced a series of social media posts to present each of the Work Packages of the ARTEMIS project.

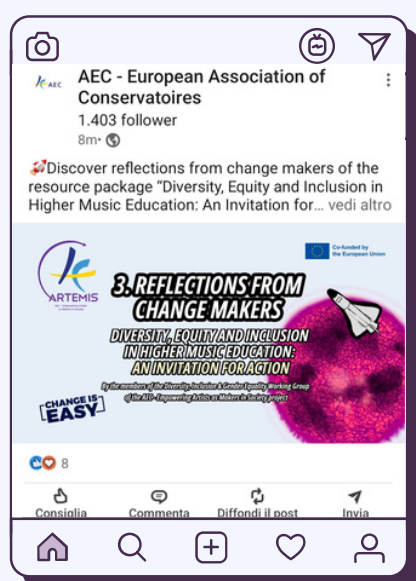
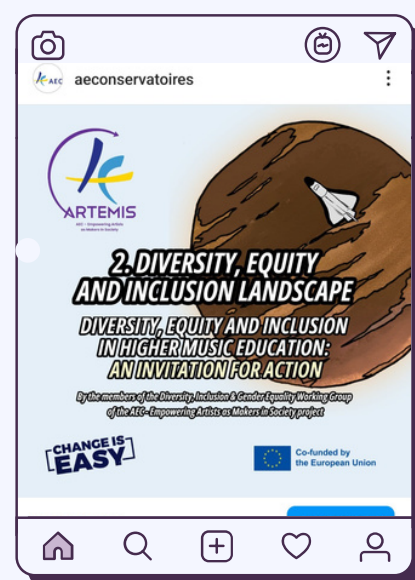
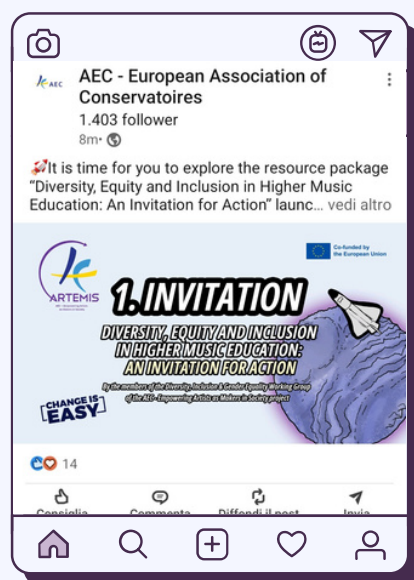


The surveys carried out by the ARTEMIS Working Groups were also disseminated through a series of social media posts.



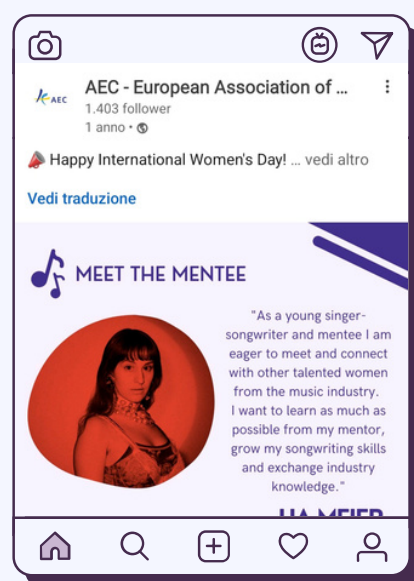
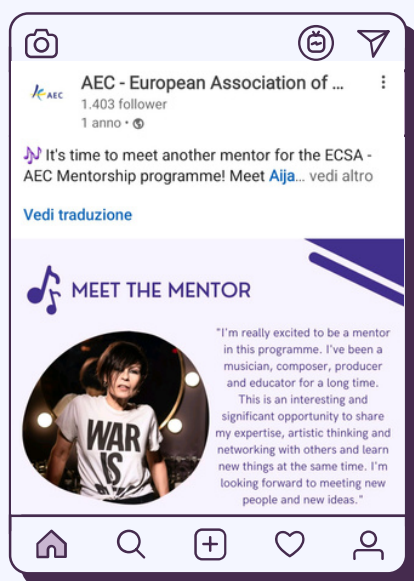
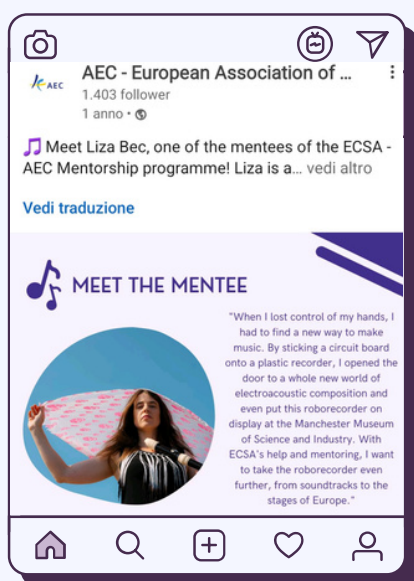
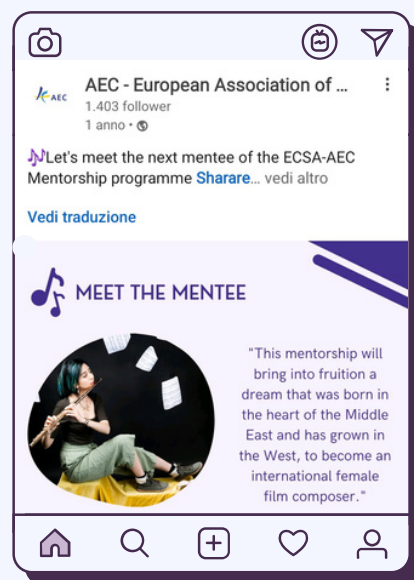
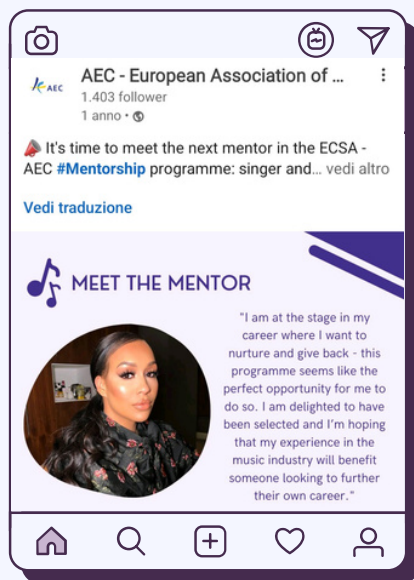
Spotlight: Publication

The Diversity, Inclusion & Gender Equality (DIGE) Working Group published the 'Diversity, Equity and Inclusion in Higher Music Education: An Invitation for Action'. The 5 chapters of the publication were presented in a series of social media posts.



Spotlight: Mentoring Programme

The Mentorship Programme, was initiated by the AEC and jointly developed with ECSA – European Composer and Songwriter Alliance and EJM – Europe Jazz Network. The 2022–2023 edition was featured in a series of social media posts that AEC and ECSA published on their respective channels.



Spotlight: AEC Council Members

The AEC Council represents the members of the AEC. It consists of representatives from member institutions in different countries. Throughout 2023, each Council Member was introduced on the association's Instagram channel, each with a personal quote. See a few examples below:



Email Campaigns & Newsletters

Newsletters

11

Surveys

7

Subscribers

4K

AEC ARTEMIS
related emails

15

Open Rate

37.6%

Surveys 2023



APRIL

Green practices

86 respondents
26 countries

Biggest Italy 17.4%, Spain and The Netherlands 7%, Germany 5.8%.

MAY

International Relations Coordinators

59 respondents
8 countries

Spain, Germany Italy, 21.7% , Austria 13% and UK 8.7% from 29 respondents

MAY

Lifelong Learning

44 respondents
20 countries

Biggest France 18.2%, The Netherlands 9.1%, Spain-Poland- Lithuania-Italy 6.8%

MAY

Digitisation for students

120 respondents
54 countries

Biggest Italy 17.4%, Spain and The Netherlands 7%, Germany 5.8%.

OCTOBER

AEC Student Support

46 respondents
17 countries

Biggest Spain 54.3% , UK-Estonia-Italy-Latvia-Lithuania 4.3%

DECEMBER

Communication

49 respondents
23 countries

Biggest Italy 13.3% Spain 8.9%, France, the Netherlands and Switzerland 6.7%.

Communication Survey

Goal

This survey has been directed to International Relations Coordinators and Communication Officers at AEC member institutions. The survey aims to understand the communication needs and competencies of the higher music education sector, to ultimately being able to have a map of the current landscape and challenges in the field of communication for higher music education institutions.

The survey's ultimate goal is also to create spaces both digital and physical to support the administrative teams at AEC's institutions with engaging with their audiences and disseminating all relevant news.

Preliminary Results

Here are a few of the initial conclusions we have been able to draw from the responses obtained.

When inquiring the membership regarding their biggest **communications challenges**, we received a great variety of answers demonstrating how each member situation is very unique. Many among them suffer from the lack of personnel, time and resources to dedicate to communication, others find it hard to reach their significant audiences struggling to gain visibility in oversaturated channels.

Moreover, when asking the members regarding their **needs in terms of communication training**, among others they answered that they would need help optimising their social media reach, they could use a training on how AI could help their daily work and they would need help understanding how to disseminate better at European and International level.

Spotlight: Event Communication

AEC SOCIAL MEDIA POSTS

The AEC Annual Congress is the most attended AEC event, thus generating the most amount of participants interactions on social media. AEC mainly used **Instagram** and **Facebook** to make daily posts during the event as well as **LinkedIn** to focus on the speakers.

OVERALL REACH

The social media content on Facebook had a reach of over **8K**, while the one on Instagram of **2K**.

AEC WEBSITE VISITORS

The website pages featuring updates regarding the congress, its programme and its registration gathered around **16K page views** across four months.

EMAILS & NEWSLETTERS

The news regarding the Congress was spread through 4 Email Campaigns and 4 Newsletters. The average Open Rate of the campaigns was **51 %**.

ARTEMIS SESSIONS AT CONGRESS

11 of the sessions offered during the Congress were led either by Working Groups or Task Forces from the ARTEMIS Project. These sessions gathered an average satisfaction score of 4/5.

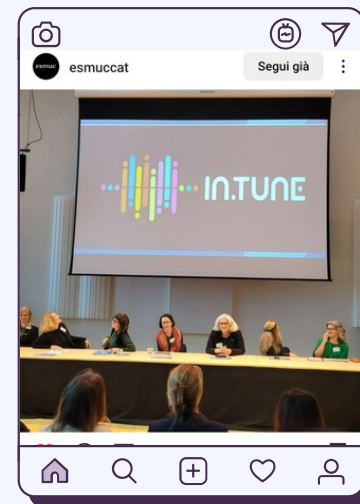
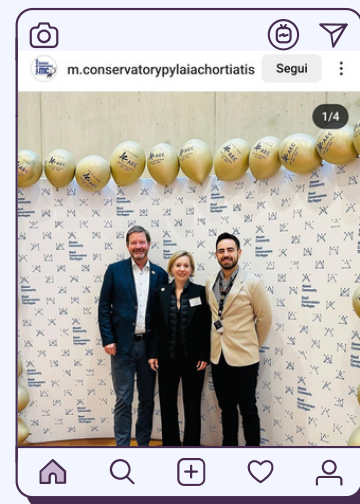


AEC 2023 Congress

#AECCongress2023

over 400 participants
from 40 countries

Spotlight: #AECCongress2023





Association Européenne des
Conservatoires, Académies de
Musique et Musikhochschulen



WHO

The Association Européenne des Conservatoires, Académies de Musique et Musikhochschulen (AEC) is a European cultural and educational network with over 300 member institutions for professional music training in 57 countries. The network is co-funded by the Creative Europe Programme.



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