



**European Holocaust Research Infrastructure
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D.8.1

Project Communication Instruments

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Abstract (for dissemination)	Without communication and dissemination, both internal and external, a project such as EHRI will not succeed. Therefore, it is important to work out and apply a strategy from the beginning. EHRI has already established a firm and well-functioning project communication and dissemination base in the first and second phases of the project. However, now that EHRI is developing from a project into a permanent infrastructure, this means that the communication strategy and tools need to be adapted to new targets and stakeholders. This deliverable provides a short outline of the main communication instruments EHRI has already implemented, and details plans on how we intend to develop these and, if necessary, apply new ones, as this new project phase progresses.
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Introduction

Without communication and dissemination, both internal and external, a project such as EHRI will not succeed. Therefore, it is important to develop and apply a strategy from the beginning. EHRI is now in its preparatory phase and therefore the project can be built upon a solid foundation when it comes to both internal and external communication. Since 2010 the project has developed and maintained several successful communication instruments, such as its website, newsletter, mailing list, social media and for internal use, Basecamp and Zoom. However, now that EHRI is developing from a project into a permanent infrastructure, this means that the communication strategy and tools need to be adapted to new targets and stakeholders.

This deliverable provides a short outline of the main communication instruments EHRI has already implemented, and details plans on how we intend to develop these and, if necessary, apply new ones, as this new project phase progresses. The way these communication instruments fit into the overall EHRI dissemination strategy is provided in *D8.2 Dissemination Plan 1*.

1 EHRI Website

The EHRI project website, www.ehri-project.eu, has always been our main communication tool, the starting point for informing the general public and our various stakeholders. For this project phase, we can continue to build on our current website, that has been successful and is already well-known.

The main functions of the website are:

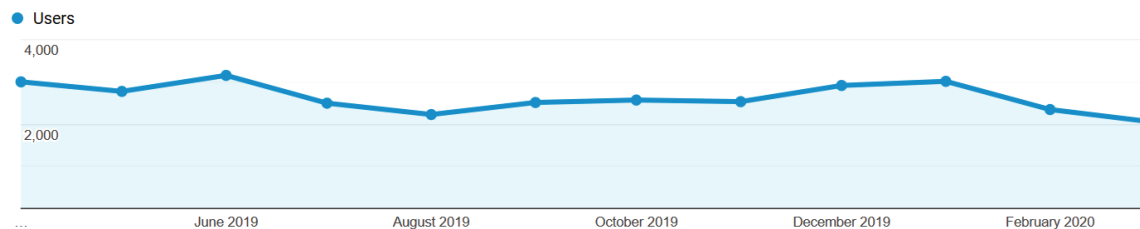
- To give information about the project.
- To be a gateway to EHRI's other resources: the EHRI Portal, the EHRI Online Course, Document Blog and Online Editions.
- To disseminate calls for the Conny Kristel Fellowships, seminars, workshops and conferences.
- To inform other Holocaust-related institutions on how to join the infrastructure.
- To give Holocaust-related news.

For the Preparatory Phase, we have updated all relevant webpages and are in the process of developing special sections dedicated to the dissemination of aims, background and context of this new stage. Work on a new EHRI mission statement is almost finalized, and will be published at <http://ehri-project.eu/about-ehri> during the next few weeks. In addition we have continued to publish regular news items from within the project as well as from external relevant initiatives and institutions. The website thus aims to inform several different target groups in a clear and appealing way: Governments, archives and other Holocaust-related institutions on the one hand, while not forgetting our user base on the other.



1 EHRI website homepage

Over the past year (1 April 2019-31 March 2020) the EHRI website has kept a stable audience, with 29,018 users. On monthly basis this varied between approximately 2,000 and 3,000 visitors. The website experiences a certain (friendly) competition from other EHRI resources, such as the Blog and the Portal. This period includes the switch from second project phase to the new Preparatory Phase, but this hasn't had a pronounced effect on the users of the site. The past few months have been relatively slow, because the website was in transition, but we expect this to pick up again when our new sections are complete and we will have more activities to promote.



2 Website users April 2019 - March 2020

In the near future the Content Management System underlining the EHRI website will have to undergo a technical upgrade (from Drupal 7 to Drupal 8). The current site is already mobile responsive and linked to our Twitter and Facebook account and it still meets our requirements. When undertaking the technical upgrade, we will also take the opportunity to investigate whether a visual redesign of the site is required.

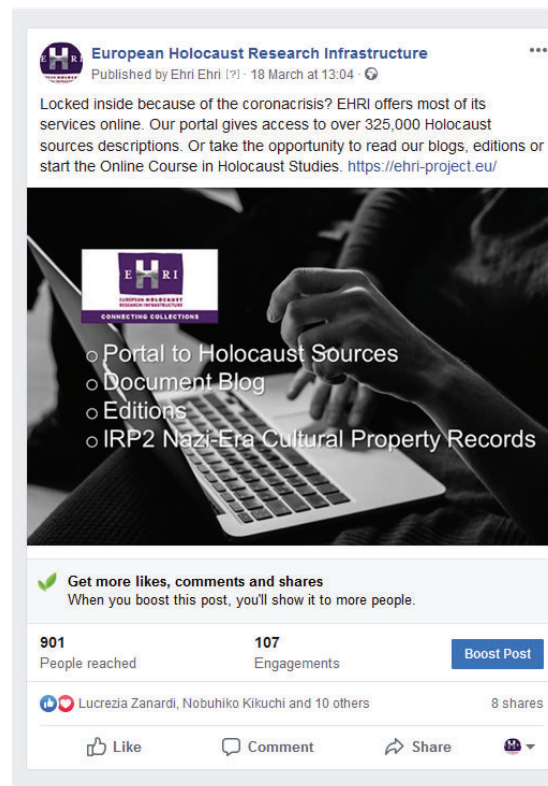
2 Social media

Well aware of the importance of social media for reaching our target groups, EHRI started using Twitter (@EHRIproject) in 2013, and Facebook in 2016. Twitter is mainly successful in

reaching our research community as well as policy makers, while Facebook has a broader, more general audience, but is also a good platform to share news with partners and organisations in the same field. Both accounts have been very beneficial for EHRI and keep on growing steadily. By early April 2020, we have reached 3,084 followers on Twitter and 2,040 on Facebook.

In this new preparatory phase, we will have to reach out, more than before, to a relatively new target group of policymakers, government officials and institutions. Especially on Twitter, this group certainly has a presence and we will start to make use of our account to connect with these groups more prominently. This will not be completely new, but is fair to say that until now most of our messages were directed towards our group of (academic) users. We will not start to ignore them, but make use of our existing presence to also get our new messages across.

EHRI is also present on LinkedIn and YouTube. Both mediums show promise and especially LinkedIn can be an interesting tool in this phase. We will develop a strategy to make good use of the possibilities of new social media.



3 Recent and popular Facebook post

3 Contact database

EHRI has a contact database based on the email marketing service Mailchimp. Our mailing list has currently 1,587 subscribers (9 April 2020) and is still growing. People can subscribe to the list via the EHRI website or the administrator can do so on request (both in compliance with the GDPR).

The contact database is mostly used for sending the EHRI Newsletter, but also for separate mailings, e.g. invitations or calls, and a segmentation of the total audience is possible. We will consider targeting a specific audience segment in the preparatory phase.

Statistics are regularly gathered on the contact database to have a better understanding of our subscribers and where our strengths and challenges are.

4 EHRI Newsletter

The EHRI e-Newsletter is sent around 4 times a year to the approximately 1,580 subscribers of the mailing list. The news is also provided on the EHRI website. The newsletters draw special attention to new and interesting developments and help to increase website traffic.

The opening percentage is on average around 36%, with peaks sometimes up to almost 50%, which is a good figure for a digital newsletter and means we have a dedicated audience.

Our news is often a mix of calls, project developments, our latest blog posts or editions, news from partners, but so far has been primarily aimed at users of our resources, such as academics, archivists, museum officers etc. In this new phase, we will have to especially consider our new audiences and target them with separate mailings or keep them in mind while composing the newsletter.



5 Publicity Materials

EHRI has published several publicity materials in previous project phases, ranging from informative flyers, brochures, cards and videos to more name branding material such as banners, posters, document folders and notepads. We have always distributed the publicity material successfully at conferences, presentations or through our partners. We will keep on using some of the material that is still current, while updating others. We are also in the process of designing a new range of publicity material (for example a flyer, PowerPoint presentation, document folder, brochure, video) that is especially targeted at our audience of government officials and policy makers and that will make clear the urgency of EHRI now, and why. More information on publicity materials will be given in deliverable 8.4.



Figure 5 EHRI flyer 2019 (unfolded) and EHRI notepad (2019)

6 Intra-project communication

Based on positive experience and established familiarity, it was decided to continue the use of the web-based project management and collaboration tool Basecamp (<https://basecamp.com>) for intra-project communication. Basecamp meets the need for project planning and monitoring and facilitates internal discussion and exchange. At the same time, it provides a repository for documents such as deliverables, reports and presentations. New basecamp groups dedicated to the Preparatory Phase have been setup at the outset of the project, and are used regularly.

For online meetings, we use Zoom, or for small groups or one-on-one talks, Skype. Emailing is also still a much used form of communication, especially when working on something collaboratively, with the additional use of Google Docs, and an email list of all participants can be found in Basecamp.

Further internal communication tools, including an internal repository of relevant documents, will be developed in the future, as and when specific needs arise.

Conclusion

EHRI has already established a firm and well-functioning project communication and dissemination infrastructure in the first two phases of the project. The use of successful communication instruments – the website, our social media, EHRI Newsletter, contact

database, Basecamp – will be sustained and improved upon. In addition, drawing on past experience, EHRI will also employ new methods and tools and expand or segment, especially in the use of social media. The goal is to increase impact and reach with newer target groups in order to establish a firm support for EHRI as a permanent European infrastructure.