



**EuroVelo web sites and social media
for a new communication**

EuroVelo.com

Ben McEldowney and Jesús Freire, National EuroVelo
Coordinators Meeting, Basel 18th September 2014



EuroVelo web sites and social media for a new communication

EuroVelo.com

Ben McEldowney and Jesús Freire, National EuroVelo
Coordinators Meeting, Basel 18th September 2014

A social media strategy for a new communication

www.eurovelo.com



www.scribd.com/EuroVelo

www.rhinecyclerroute.eu

www.eurovelo13.com

www.velorouterhin.eu

www.facebook.com/EuroVelo

www.twitter.com/ECFEuroVelo

Communication is essential

Now people want to say where they are, with who, doing what and they want to share it!

- We need to redirect traffic to EuroVelo websites
- Provide of update content in collaboration with our partners
- Make EuroVelo visible on social media and search engines
- Response the expectation of our customers and partners



How to maximize the potential of EuroVelo in Social media



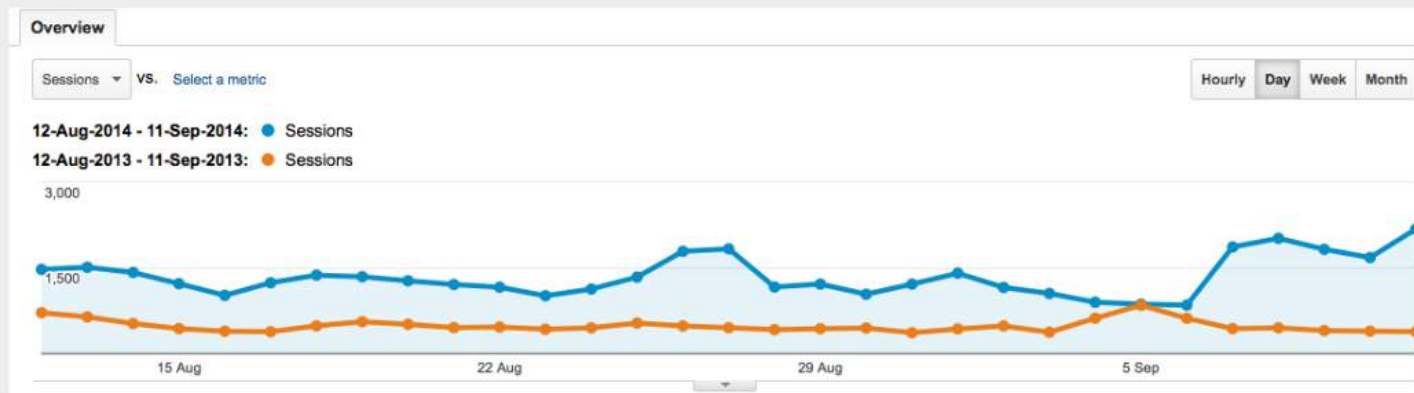
We share:

Accurate, up to date, visual and relevant contents

The EuroVelo team disseminate information provided by our partners, produce contents, update press kits, develop campaigns, there is always someone "on the other side" when someone contact EuroVelo

Results of the strategy

Visits to **eurovelo.com** increased by over 229% in one year



Sessions
229.19%
273,668 v. 83,134

Users
234.28%
192,612 v. 57,620

Pageviews
217.26%
1,279,286 v. 403,233

results of the strategy

Visits to **eurovelo.com** increased by over 229% in one

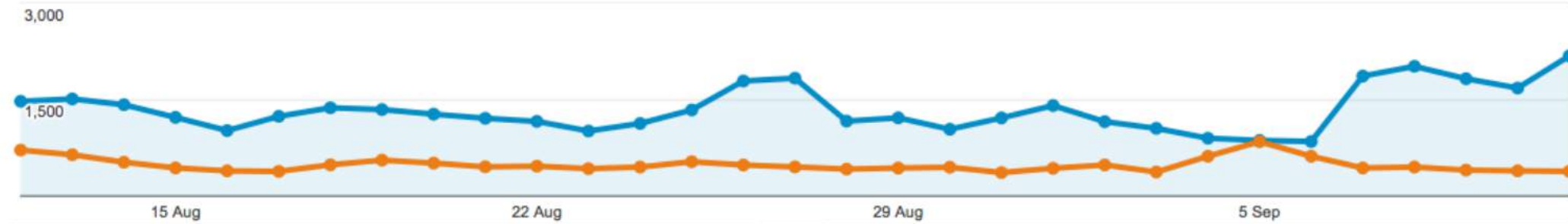
Overview

Sessions ▾ vs. [Select a metric](#)

Hourly Day Week Month

12-Aug-2014 - 11-Sep-2014: ● Sessions

12-Aug-2013 - 11-Sep-2013: ● Sessions



Sessions

229.19%

273,668 v. 83,134

Users

234.28%

192,612 v. 57,620

Pageviews

217.26%

1,279,286 v. 403,233

Sessions

229.19%

273,668 v. 83,134



Users

234.28%

192,612 v. 57,620



Pageviews

217.26%

1,279,286 v. 403,233



Social media feeds our webs

Facebook and Twitter

The place to be

We know people talk about us
and they want to know more

EuroVelo customers want to be
part of "Pic of the month"

New markets

Page and Tab Visits

The number of times each of your Page tabs was viewed.

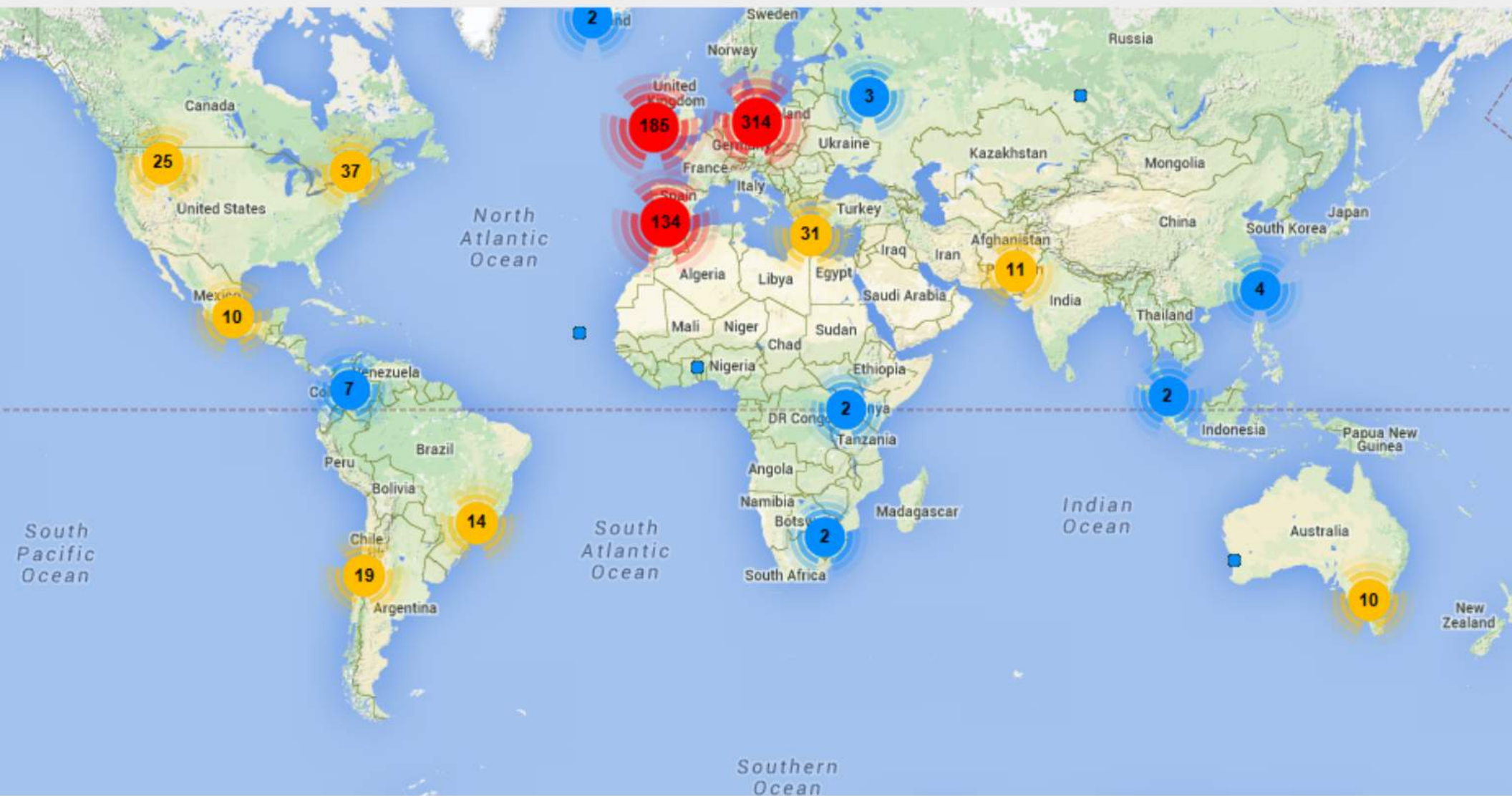


Page and Tab Visits

The number of times each of your Page tabs was viewed.

Timeline insights Photos Tab reviews Others



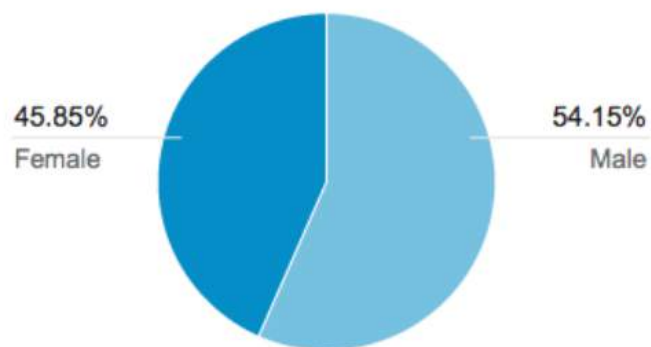


Approaching more people, new people, different people

A gender and age approach

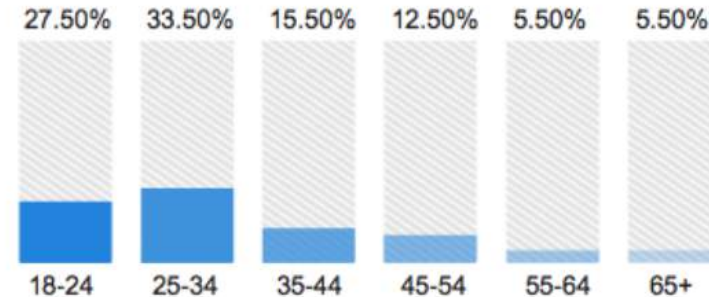
Gender

100% of total sessions







Age

100% of total sessions



Country/Territory	Sessions
1. France	
01-Jul-2014 - 31-Jul-2014	8,279
01-Jul-2013 - 31-Jul-2013	2,188
% Change	186.97%
2. United Kingdom	
01-Jul-2014 - 31-Jul-2014	5,986
01-Jul-2013 - 31-Jul-2013	1,400
% Change	327.57%
3. Germany	
01-Jul-2014 - 31-Jul-2014	3,662
01-Jul-2013 - 31-Jul-2013	1,633
% Change	123.64%
4. Spain	
01-Jul-2014 - 31-Jul-2014	2,167
01-Jul-2013 - 31-Jul-2013	736

Country/Territory		Sessions
1.	 France	
	01-Jul-2014 - 31-Jul-2014	6,279
	01-Jul-2013 - 31-Jul-2013	2,188
	% Change	186.97%
2.	 United Kingdom	
	01-Jul-2014 - 31-Jul-2014	5,986
	01-Jul-2013 - 31-Jul-2013	1,400
	% Change	327.57%
3.	 Germany	
	01-Jul-2014 - 31-Jul-2014	3,652
	01-Jul-2013 - 31-Jul-2013	1,633
	% Change	123.64%
4.	 Spain	
	01-Jul-2014 - 31-Jul-2014	2,167
	01-Jul-2013 - 31-Jul-2013	735



Thanks!



#EuroVelo

www.eurovelo.com



EuroVelo web sites and social media for a new communication

EuroVelo.com

Ben McEldowney and Jesús Freire, National EuroVelo
Coordinators Meeting, Basel 18th September 2014