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
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A social media strategy for a new communication

www.eurovelo.com

www.rhinecycleroute.eu

www.scribd.com/EuroVelo

www.eurovelo13.com

www.velorouterhin.eu

www.twitter.com/ECFEuroVelo

www.facebook.com/EuroVelo
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
results of the strategy

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

Sessions
12-Aug-2014 - 11-Sep-2014: 273,668 v. 83,134
12-Aug-2013 - 11-Sep-2013: 192,612 v. 57,620

Pageviews
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
Approaching more people, new people, different people

A gender and age approach

- Gender:
  - 45.85% Female
  - 54.15% Male

- Age:
  - 18-24: 27.50%
  - 25-34: 33.50%
  - 35-44: 15.50%
  - 45-54: 12.50%
  - 55-64: 5.50%
  - 65+: 5.50%

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<thead>
<tr>
<th>Country/Territory</th>
<th>Overview</th>
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<tbody>
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<td>1. GB, France</td>
<td>5,379</td>
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<td>2. GB, United Kingdom</td>
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<td>3. H1, Germany</td>
<td>4,543</td>
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<tr>
<td>4. HI, Italy</td>
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% Change:
- GB, France: 19.01%
- GB, United Kingdom: 327.67%
- H1, Germany: 63.64%
- HI, Italy: 63.64%
<table>
<thead>
<tr>
<th>Country/Territory</th>
<th>Sessions</th>
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<tbody>
<tr>
<td>1. France</td>
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<tr>
<td>01-Jul-2014 - 31-Jul-2014</td>
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<td>01-Jul-2013 - 31-Jul-2013</td>
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Thanks!

#EuroVelo

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