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HERITAGE and Cultural Tourism Open Resource
for innovative training schemes related to the Cultural Routes of the Council of Europe

To the Council of Europe Certified Cultural Routes Concern: Launch Communication Campaign #RouteSelfie

At the occasion of the Summer Seminar of the Cultural Routes which took place from 1st to 5th June 2015 in Osnabrück, Germany, the European Institute of Cultural Routes presented its new communication campaign on social networks (Facebook, Twitter, Instagram and Pinterest): **#RouteSelfie**.

The Institute, through the Hector Project, brings out a new action in order to improve the promotion of European Cultural Heritage among the general public. After **Crossing Routes** and its bloggers' network in 2014, the Institute would like to offer a new communication tool to the Cultural routes by using social Media. This new communication campaign, "**#RouteSelfie**", will last from June to 1st September 2015 and will be officially launch on Wednesday 10th June 2015.

Please, don't use the hashtag #RouteSelfie before this date.

The campaign's principle is to invite travellers, tourists, bloggers, to discover Cultural Routes of the Council of Europe and to share their touristic and cultural experience through *Selfies* posted on Facebook, Twitter, Instagram or Pinterest. All publications related to the campaign on social Media will be identifying by the hashtag **#RouteSelfie**.

The aims of the campaign are numerous:

- **Identify the public and attract more visitors and different targets** on Council of Europe Cultural Routes ;
- **Promote European Heritages** especially those includes in Cultural Routes ;
- **Improve communication with general public** about activities developed by Cultural Routes Networks;
- Create a **community of travellers and visitors** from the whole world who could share impressions, **discoveries and experiences about European Cultural Routes**;
- Bring European Citizens together around their **common Heritage**.

For the Institute, the campaign is also a tool for measuring the impacts of social Media on public attendance along the routes.

The management of the campaign is leading by the EICR, but we need your involvement to ensure the success of this action. It is very simple since the campaign is free and simply needs a more thorough work of media monitoring already implemented by the certified networks.

The Institute invites all Cultural Routes' networks to take part in this campaign and to share **#RouteSelfie** publications among the greatest number of people (inhabitants, visitors, tourist operators, press contacts,...).

Please indicate us the hashtag you want to use to identify your Route on social Media (find attached some suggestions). We also sent you a **call for participation** to help us in creating rewards for the best Selfie (see file attached).

The Institute will communicate you information, recommendations and advices to manage publications of Selfies along your Route and to create and improve interactions with participants.

I am available to answer any question related to #RouteSelfie: anais.guerin@culture.route.lu



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Information to European Cultural Routes, #RouteSelfie: Management of the campaign

Missions for Cultural Routes:

Dates: From 10th June to 1st September 2015

- **Before #RouteSelfie :**

For Routes which are not present on social Media, create an account on Twitter, Facebook, Pinterest and/or Instagram.

Add European Institute of Cultural Routes accounts on social Media:

Facebook: European Institute of Cultural Routes: <https://www.facebook.com/pages/European-Institute-of-Cultural-Routes/47412551431>

Twitter: @CultureRoutes, #culturalroutes [@HECTOR_proj](https://twitter.com/CultureRoutes)

Instagram: routeselfie, #routeselfie : <https://instagram.com/routeselfie/>

Pinterest: RouteSelfie : <https://fr.pinterest.com/routeselfie/>

By using suggestions or by imagining one, create a special Hashtag for your route (short and easily understandable)

Advise EICR of your name account and your hashtags selection.

- **During #RouteSelfie :**

Relay launching of #RouteSelfie on your social networks account (Retweet or share) and spread it to maximum of your contacts and partners (Members of the network, tourist offices, local partners, press contacts ...)

Invite your contacts, with a personalized message, examples of selfies and ideas of activities to do, to join #RouteSelfie campaign.

Post activities (exhibitions, festival, concerts...), information and cultural program of your Route on Twitter and Facebook .

Relay EICR publications about the campaign (dates, reward for the best selfie ...).

- **When someone posts a Selfie and tagged your Routes:**

Share and Retweet Selfie with comments:

Example: « **Thank you @nameofparticipant for this nice #RouteSelfie!** » or « **We hope you enjoy your trip on #Routename** »

Give the person some informations about the place he takes his selfie (events, cultural activities) and answers his questions if necessary.

Ex: « **@nameofparticipant, continue your visit with X Exhibition in the X Museum on the #Routename!** »

- **After #RouteSelfie:**

Take part in the election of the best selfie,

Share with the EICR data collected during the campaign : Ex: number of selfies on your Route, more represented sites of the route, average age of participants, suggestions or comments of participants, difficulties during the campaign...).

Analyze and interpret the result of the campaign for your route.



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Call for Participation – Awards #RouteSelfie Campaign

AWARD

Before launching its new summer campaign #RouteSelfie, the **European Institute of Cultural Routes** is looking for partnership with cultural routes' networks to organise a short trip along one of the thirty-three certified routes.

FIRST AWARD

This trip will constitute the reward of the Selfie Challenge lead by the Institute this summer. The author of the best selfie, elected by the Institute and Cultural Routes, will **win a short stay for two persons in a European capital or in a significant destination along your route** (Paris, Roma, Madrid, London, Barcelona, Budapest, Prague, Brussels, Vienna, Athens...).

IMPORTANT: the destination has to be easily accessible by plane (if possible using low cost companies).

The Institute starts a tender process for the organization of this stay, which could take place between September 1st and October 30th2015.

This offer should contain:

- One (or two) nights in a hostel room with double bed and private bathroom;
- A breakfast including in the hostel booking;
- An invitation for special activities organised by the route (exhibitions, concerts, festival, hike, ride, guided bicycle trip, guided tour, craft workshop...).

SECOND AWARD

For the second price of the selfie contest, the Institute wishes to give to the participants **a gift basket filled with regional products of several Cultural Routes and brochures concerning these routes** (wine, olive oil, ornamental objects and some other goodies). Please, don't hesitate to offer us your products to compose this award.

If you are interested in and would like to make an offer for the trip or for regional products, please send us your proposal for both stay and products before the end of June 2015.

The Institute will examine different offers in following weeks.

To the Council of Europe Cultural Routes

Hashtags list for the #RouteSelfie campaign

With the launch of the communication campaign **#RouteSelfie** on social Media, in June 2015, the European Institute of Cultural Route offers to Cultural Routes a list of hashtags to use on Facebook, Twitter, Instagram and Pinterest.

To ensure success of this operation, it would be recommended for each Cultural Route to create an account on Twitter, Facebook, Pinterest or Instagram (or all of them) to communicate with people participating in **#RouteSelfie**. Creation of an account is completely free and takes few hours maximum to develop.

Lists of hashtags (=references) to use during the campaign:

Most of hashtags are given in English to make name referencing easier. Typography of hashtags (capital letters or small letter) is not really important and doesn't have any impact on referencing.

Here are some suggests: **please indicate us hashtags that you already use or confirm us the one you want to use for your Route**. It is recommended to use already existent hashtags to make publications referencing easier. The more efficient solution is to have only one hashtag by route.

Hashtags can be use in any publication:

#RouteSelfie: indicate all the Selfies taken on Cultural Routes and share by participants

#Culturalroutes: indicate all the Council of Europe Cultural Routes

#hectorproject : indicate all publications related to Hector project

@culturalroutes: identify the European Institute of Cultural Routes

@HECTOR_proj: identify Twitter account of the HECTOR project

Hashtags to use for each route:

The Santiago de Compostella Pilgrim routes: **#Caminode Santiago** (*already in use*)

Hanseatic Sites: **#LaHanse** (*used 1 time*), **#Hansa** (*never used*)

Viking Routes: **#VikingRoutes** (*never used*), **#Vikingtrip**, **#Vikingways** (*already in use*)

Via Francigena: **#Francigena**, **#ViaFrancigena**, **#Francigenatrip**, **#VisitFrancigena** (*already in use*)

El Legado Andalusi: **#legadoandalusi** (*already in use*)

Mozart Ways: **#Mozartways** (*never used*)

Phoenicians' route: **#Phoenicianroutes** (*used 1 time*)

Saint-Martin of Tours: **#SaintMartinWays** (*never used*)

Cluniac Sites in Europe: **#Cluniacsites** (*used 1 time*)

Via Regia: **#ViaRegia** (*already in use*)

Olive tree Route: **#OliveRoutes** ou **#olivetreeroutes** (*never used*)

Transromania: **#Transromania** (*already in use*)

Iter Vitis: **#IterVitis** (*already in use*)

Cistercian Abbeys: **#Cistercianabbeys** (*used 1 time*)

European Cemeteries route: **#Cemeteriesroute** (*never used*)

Prehistoric Rock Art Trail: **#RockArtrails** (*never used*)

European Historical Thermal Town: **#ThermalRoute** (*never used*), **#Thermaltrip**, **#Ehhta** (*already in use*)



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Saint Olav ways: **#SaintOlavways** (*used 1 time*), **#pilegrimsleden** (*already in use*)
European Jewish Heritage: **#JewishHeritage** (*never used*)
Casadeans Sites: **#Casadeansites** (*never used*), **#Réseaucasadéens** (*never used*)
Ceramic towns: **#ViaCeram** (*already in use*)
The Huguenots and Waldensian Trail: **#Waldensiantrail** (*never used*)
European route of Megalithic culture: **#MegalitiX** (*already in use*), **#Megalithicways** (*never used*)
ATRIUM: **#ATRIUM** (*already in use but refers to another topic*), **#Atriumroute** (*already in use*)
Art Nouveau Network: **#Réseauartnouveaunetwork** (*used 1 time*) ou **#artnouveaunetwork** (*never used*)
Via Habsburg: **#ViaHabsburg** (*never used*)
European Routes of Charles V: **#CharlesVways** (*never used*)
On the footstep of Robert Louis Stevenson: **#Stevensonroute** (*used 1 time*)
Destination Napoleon: **#Destinationnapoleon** (*never used*)
The Roman Emperors and Wine along the Danube Route: **#Emperorsways** (*never used*)

For further informations: anais.querin@cultural-routes.lu