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INTERSOCIAL: Unleashing the Power of Social Networks for Regional SMEs

Deliverable D3.5.1.b: Report on the role of Cultural Heritage in social web.

Action 3.5: Culture-Heritage Awareness and Diffusion

WP3: Development of Innovation Devices

Priority Axis 1: Strengthening competitiveness and innovation
Specific Objective 1.2: Promoting cross-border advanced new technologies

Requirement analysis report, field study and data collection

Deliverable D3.5.1b Action 3.5

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Purpose: This report is about recording all initiatives/projects of the period 2007-2013, funded by the EU in the fields of Cultural heritage and Tourism with respect to the new of innovative technologies in Italy, emphasizing in the region of Puglia.
Results: Statistics. Requirements, Good Practices and Future Outlooks
Conclusion

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Report on the role of Cultural Heritage in social web

1. INTRODUCTION

In the wide outlook of digital tools which can be used to communicate, the Web is the main resource for each public corporation that wants to reach its target, offering a cultural product which can satisfy a demand that wants quality and modernity.

Cultural organizations have to play the role of cultural enterprises, especially when they are well integrated with the surrounding area.

They have to think in term of cultural marketing, but also in term of "cultural web marketing", although typical Italian problematic delays: lack of speed internet connection, lack of digital teaching, dislike for innovation.

For Southern regions of Italy cultural goods could be decisive: their promotion is important for growth of tourism and so for development. Spread of the Web is necessary and compelling, more than other infrastructures. Put online cultural resources can donate exposure to Italy and to its regions, giving the chance to give a good impression in global marketplace. For cultural activities and tourism, the Web is a growing platform, for example, social networks are getting more and more used in cultural experience and in journey organization. According to The Boston Consulting Group Inc., the Web is already the most important source of tourist information and it influences Italian e-commerce, creating a turn over of 3,5 billion €(15% more than 2009: it is the most rilevant online branch). According to official statistics, cultural actractiveness is the first reason for travellers to choose a destination, just after financial means.

Public and private actors who work on territory can not afford to ignore these elements: the Web is the solution for creation of an appropiate cultural offer. Cultural organization have to rethink themselves, becoming cultural enterprises, thinking in term of 2.0 cultural communication, in order to achieve local development; in this sense, a multimedia approach acquires a strategic role.

Cultural information has to be "visible" and, today, Social Networks offer a simple solution to this need: information which does not arrive to its target does not exist; information which has to be researched is "invisible"; it has not to be just easely researchable, in other words reachable in few minutes, but also "readable", and so clear. To enlarge potential tourist demand, it needs to enlarge linguistically tourist offer, because of linguistic evolution of the Web and its users.

Considering Italian heritage and high potential of tourist industry - world's leading industry made by small and medium companies - for economic and occupational development, hospitality culture should be turned into a widespread infrastructure which can improve products and places accessibility.

It is necessary a strategic and integrated approach which involves all stakeholders. Travel experience turned from personal and intimate into a narration shared on Social Networks in real time, surrounded by local context, because of information acquired with rapidity; at the same time, promotion and sale of tourist services take place on the Web for 80%. This mobile and alive situation forces cultural organization to create a digital platform in order to promote territory and improve places usability.

2. **EXPERIENCES OF TOURIST PROMOTION REALIZED BY APULIA REGION**

During the period 2000/2006, all the analysis realized for the evaluation of promotion policies of the Gouvernment of Apulia observed that, in spite of the presence of a big cultural and natural heritage, level of attractiveness of the Region does not match with its potentiality.

Criticalities involves tourist industry in two ways: low percentage of international tourism and general low ability of attraction of cultural tourism. These criticalities slow down socio-economic development.

After 2006, the Gouvernment of Apulia started a strong policy of valorisation of all its goods, in order to turn potentiality into real benefit for the region and to reach an high level of tourist development.

This policy forced organization to leave a traditional view of cultural heritage, leading up public and private actors to an innovative vision of cultural goods, promoting advanced processes of technological, functional and administrative integration.

Earlier than other Southern regions, the Gouvernment of Apulia moved from recover and valorisation of single elements of cultural heritage, to the valorisation of "integrated cultural and artistic system" through the creation of territorial negotiating tables and the birth of activities in which resources are administrated in an efficient way, in order to improve "local tourist system".

This valorisation of heritage used printed material, as reviews and brochures, often distributed just into the Region itself and with a lack of international appeal. Also the arrival of the Internet does not improve the situation, on the contrary, the Web made cultural tourist proposal more fragmentary and devoid of a direction able of convey the beauty of our heritage and its big attractiveness in a single communication strategy.

The arrival of Social Networks filled the gap and the Organization itself started the promotion through these media, strengthening also official campaign.

3. CASE STUDY

3.1 The brand "Salento d'Amare"

The brand called "Salento d'amare", first of all is a geographic indication and represents a useful way to distinguish and diversify, on marketplace, a basket of goods and services of multisectoral enterprises; it guarantees high quality of products for the consumer. It promotes, at the same time, enterprises and itself, in order to create a good local system.

During 2012, InCima - Social Network Strategy worked on contents of the Facebook Official Page, Twitter and YouTube, writing posts, tweets and sharing photos and videos. It was a successful experience both for number of users involved and for communication strategy.

Social media strategy, emerged by the work on Facebook page, is composed by the following concepts:
- information about activities and events organized by the brand,
- description of Salento and its products, so appreciated from tourists,
- creation of contest in order to interact with users.

Twitter was the channel, choosed for official comunication of "Salento d'Amare", through which all Salento's lovers interact with the brand, using 140 graphics.
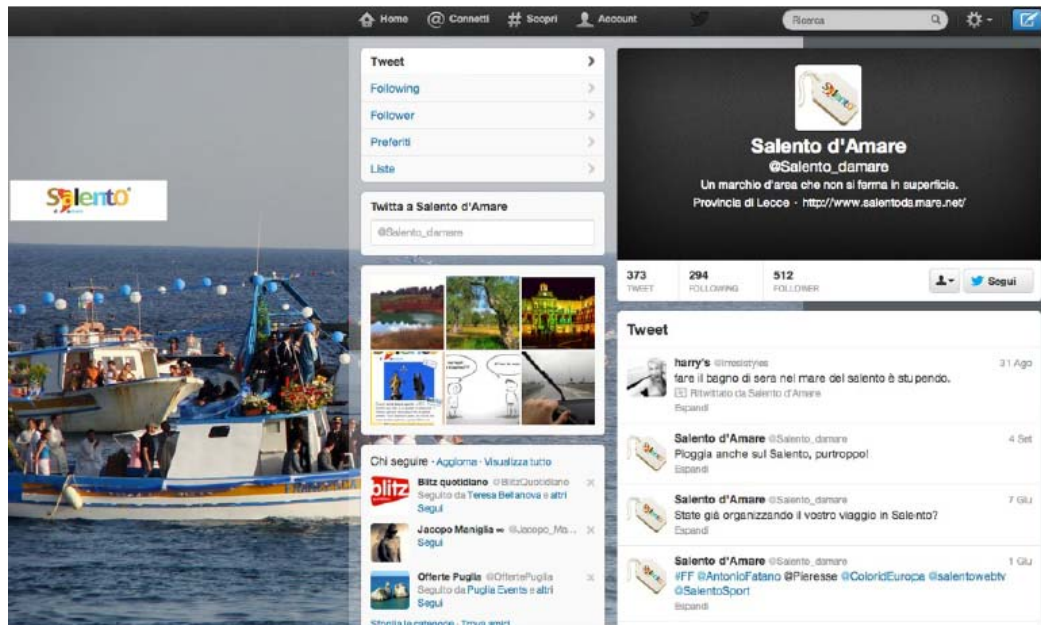
YouTube completed the triad of social media in service to local communication, high qualty goods and activities.
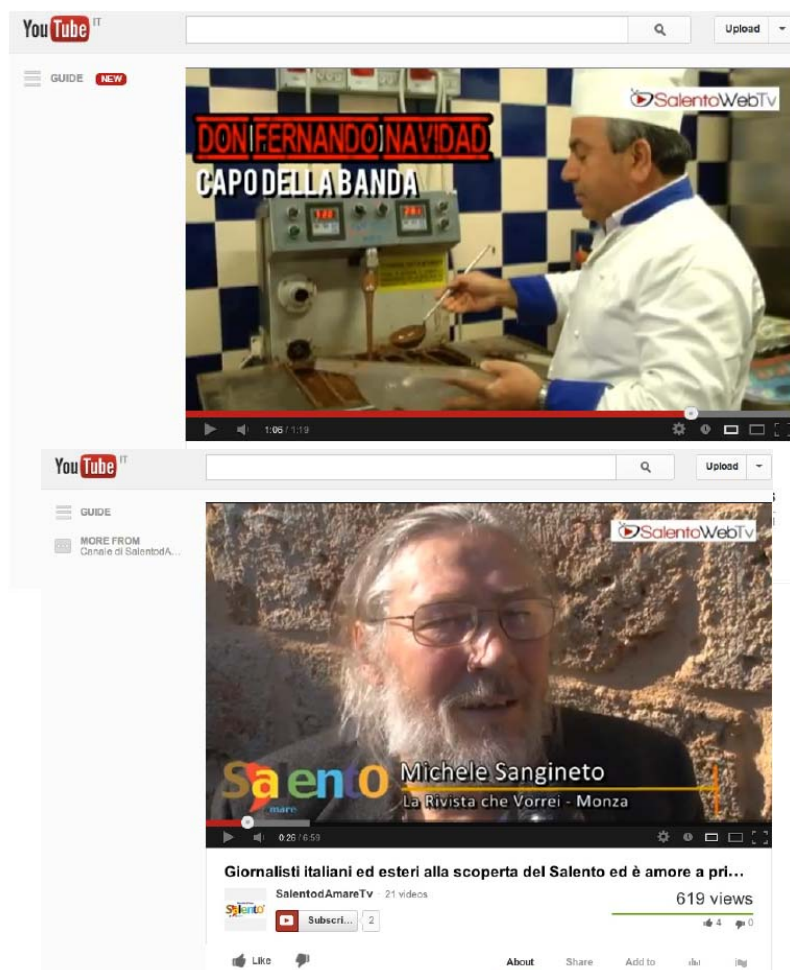
3.2. Enological Contest Rosé Wine

On the 5th may 2012 InCima - Social Network Strategy worked on the 1st Enological Contest "Italian Rosè Wine", which took place in the Castle of Otranto. Our agency, supported by SalentoWebTv, described on Social Networks all the activities which characterized the fantastic day: from the convention to the award ceremony, interviews to the VIP , to enologists and businessmen.

The Official Fanpage of the event communicated contents using videos, photos and articles. Part of the contents has been created in a strategic way, before the event and spread all over the Web, involving hundreds of influencer: enologists, journalists and sommeliers. Other contents has been created during the event and spread in real time, or few hours later (as video shooted during tne convention, uploaded on YouTube and posted on influencers' Facebook profiles).

Promotion of all the agricultural compart activities was the cornerstone of institutional presence of the Gouvernment of Apulia to the Enological Contest "Rosè Wine".
All the most important moments of the day have been provided by InCima on Facebook and YouTube.

These networks are intensely linked between them, so nothing could escape from the careful eyes of our staff. All the materials was elaborated two times: once to create contents, then the staff studied all Facebook pages and profiles used to spread news to understand if they worked well.

Data ?	Post ?	Portata ?	Utenti coinvolti ?	Persone che parlano di questo argomento ?	Diffusione ?
4/5/2012	PROGRAMMA DEL 5 MAGGIO ca...	361	250	39	10,8%
4/5/2012	Domani 5 maggio vi aspettiam...	250	137	23	9,2%
9/5/2012	L'inizio di una nuova era...	57	9	5	8,77%
2/5/2012	Il 5 maggio la Città di Otranto s...	564	191	48	8,51%
27/4/2012	Il programma della 1° edizione ...	458	267	34	7,42%
27/4/2012	E' TEMPO DI ROSATO Secondo i...	204	107	15	7,35%
5/5/2012	Ad Otranto il primo Concorso E...	960	422	62	6,46%
4/5/2012	Perché raccontare il Concorso E...	56	7	3	5,36%
30/4/2012	"Una notizia che la maggior par...	402	184	21	5,22%
3/5/2012	Non c'è niente di più soddisfac...	157	87	8	5,1%
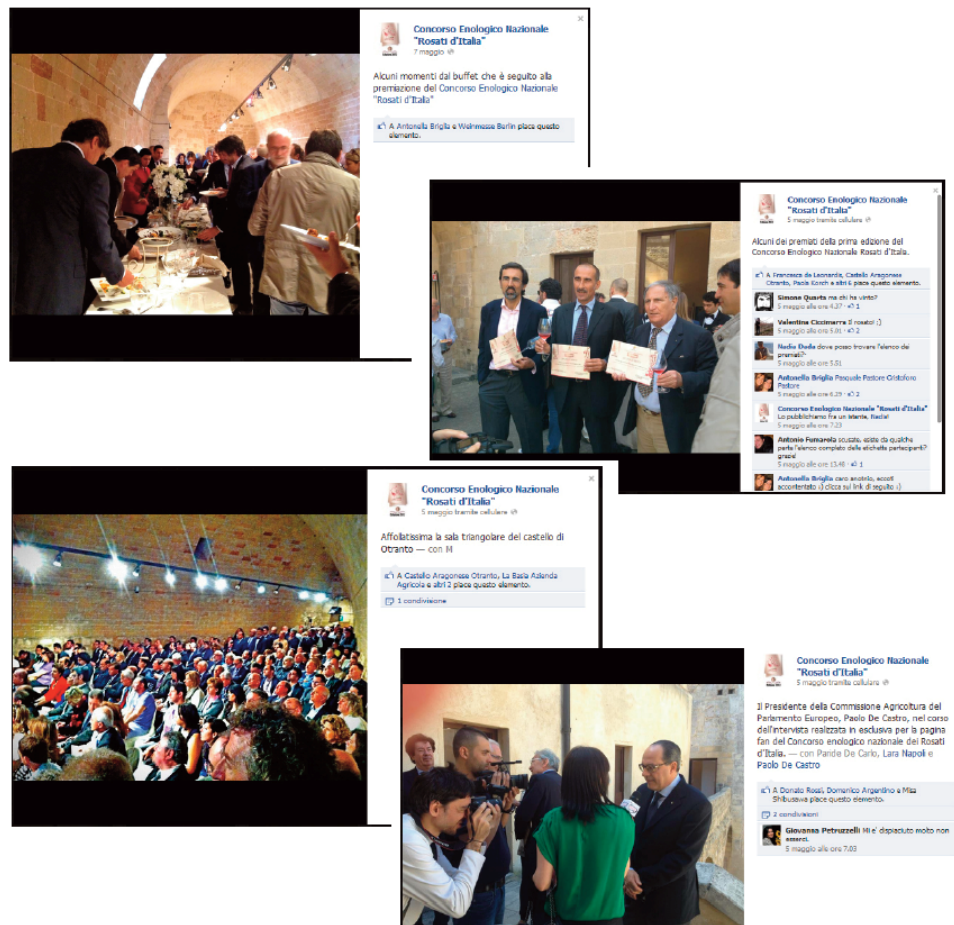
To take pictures, our team used the most famous application such us Hipstamatic and Instagram. Our editors' comments were always smart and captivating, in order to become viral.

3.3 Vinitaly 2012

From 25th to 28th march 2012, InCima - Social Network Strategy followed from Verona all the most rilevant events linked to Vinitaly 2012 and described the activities carried out in its space into the pavillon 10 of VeronaFiere.

It is meaningful that, to realize the description, we used at the same time videos, photos and articles: all these materials were created during the exhibition and spread in real time or few minutes later.

Promotion of all the agricultural compart activities was the cornerstone of institutional presence of the Gouvernment of Apulia to Vinitaly. The most important projects presented from the Gouvernment of Apulia were: "Masserie Didattiche", the launch of the First Italian Contest of Rosé Wine and "Movimento Turismo del Vino".

All the most important moments of the day have been provided by InCima on Facebook page and YouTube channel of our WebTv, SalentoWebTv. These networks are intensely linked between them, so nothing could escape from the careful eyes of our staff. All the materials was elaborated two times: once to create contents, and then the staff studied all Facebook pages and profiles used to spread news to understand if they worked well. Our editors' comments were always smart and captivating, in order to become viral.

Our posts have been shared from Vinitaly Official Fanpage, which has 50.000 fans. Visitors of the Apulia space in the exhibition and Social Networks' users could both avail themselves with all the multimedia contents created by our agency.

3.4 Salento Hotels

The wave of Social Networks submerged also the most important hotels, which use pictures on Facebook and Flickr, videos on YouTube, communication on Twitter and Google+ , blogs and so on... Social Networks play an essential role to achieve their target and mantain an high level of customer service.

Reviews are not enough to influence travelers' choise, especially if there is no link with the Social Networks. For this reason TripAdvisor is also on
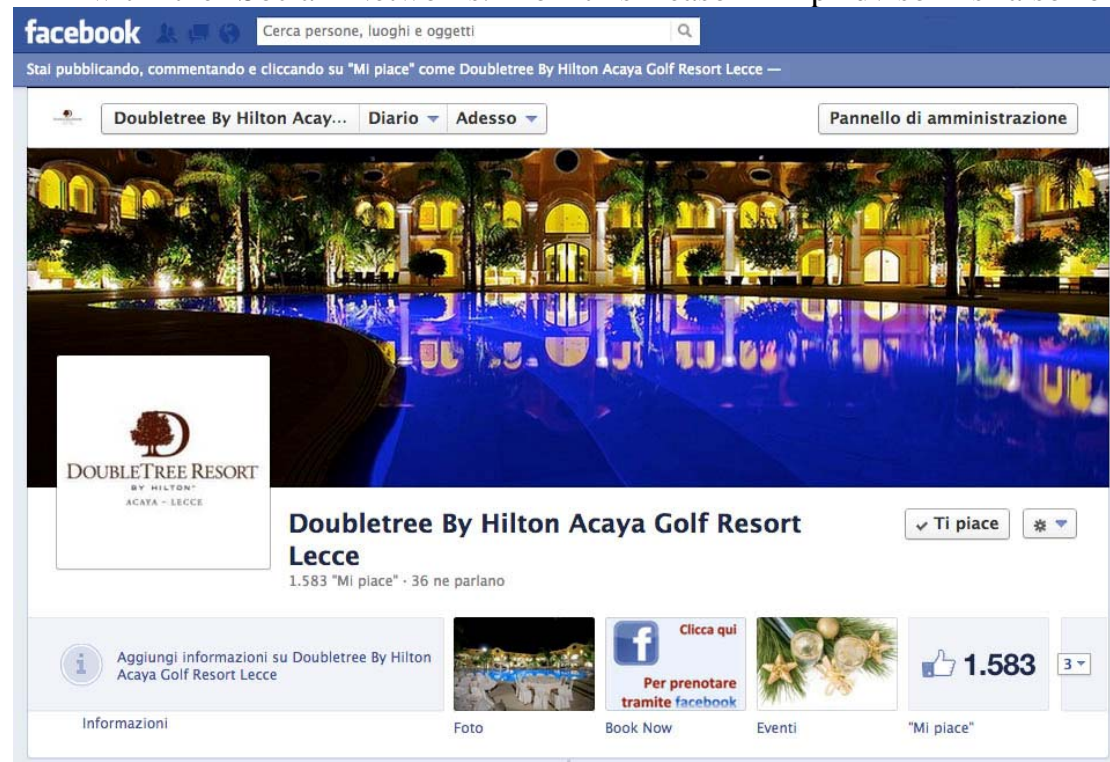
Facebook. Below the images of some hotels, which use Social Networks to communicate with audience. Communication and information on Facebook pages are linked to the activities of the hotels.

To invest in digital world and Social Network, creating dialogues with users, sharing photos and videos, recipes and suggestions, direct evidence of customers, gives the opportunity to recognize in the hotel and in its brand a reference point. Every new activity is an important ally to increase brand visibility. Interacting day by day, followers and fans increase quickly.
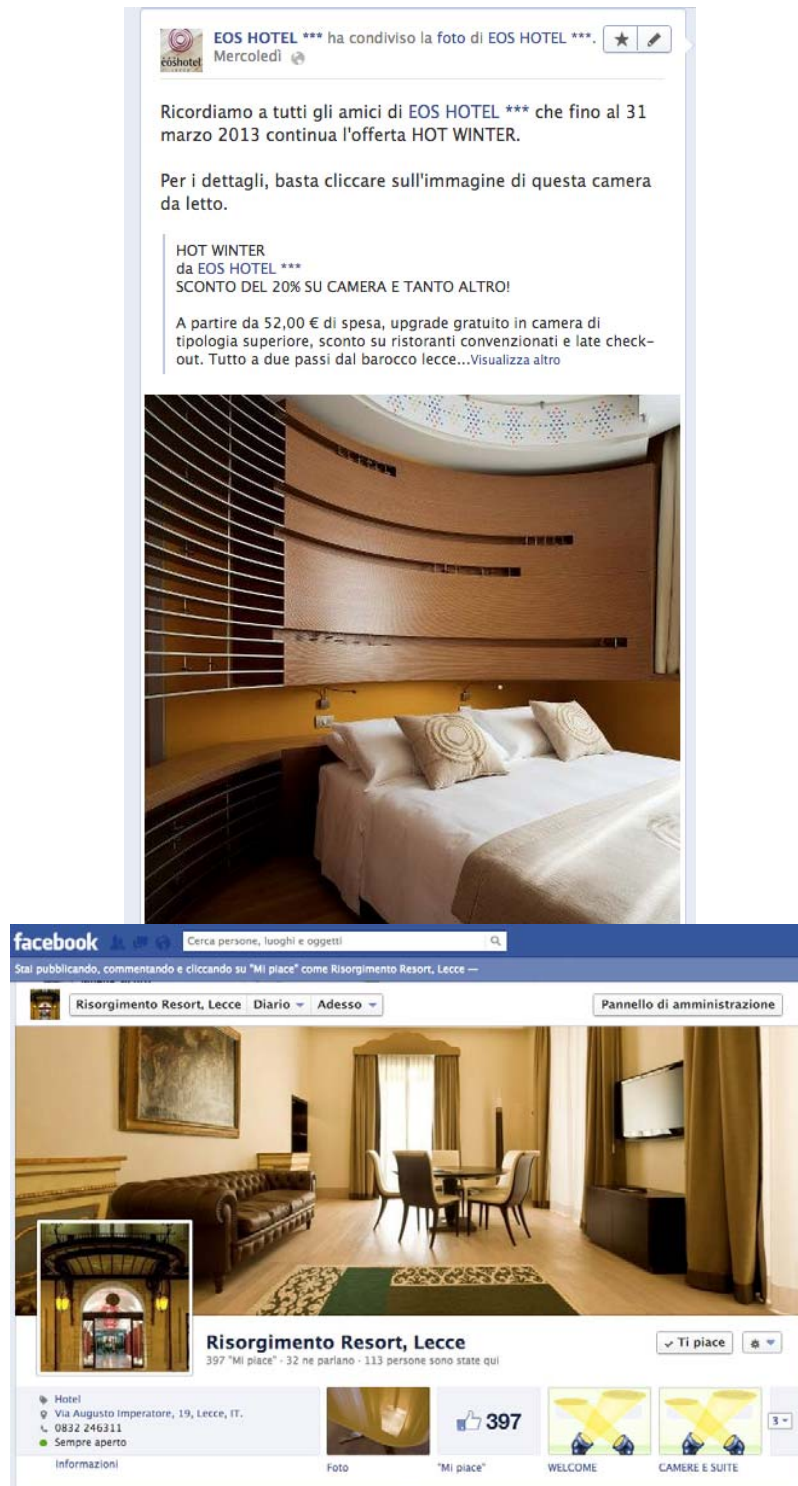
Promotion and special offer, pubblished in real time and in a beautiful way, have an important role in the management of Facebook Page.
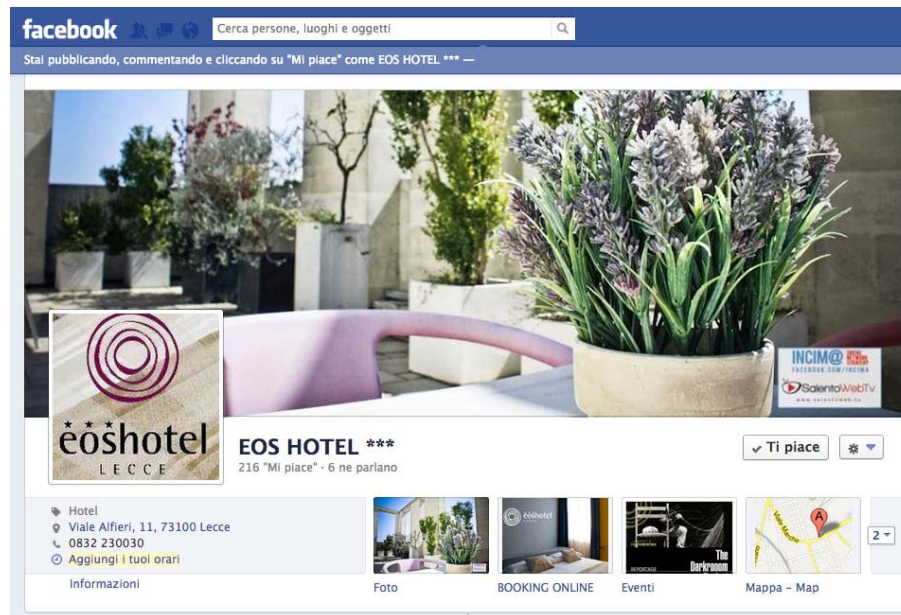
Facebook recently strenghten its presence with a new layout in order to offer interesting contents. Marketing needs strategy.

It is necessary to be linked with cities in which hotels stand in order to know interesting places and activities, and to share the news in the channels of the hotels, giving suggestions to customers.

3.5 Agrimed - Exhibition of the Agricultural Compart

Agrimed is the annual exhibition of the agricultural industry, housed in the structures of "Fiera del Levante", it is a show in which not only enterprises but also Public Organization promote, with their programs, well-structured strategy with the aim to promote the high quality of their products in order to develop international trade.

From 8th to 16th september 2012 InCima - Social Network Strategy worked on Agrimed Facebook Official Fanpage, writing posts, sharing photos and links.

Agrimed is a regional show for all enterprises, in which anyone can appreciate the growth of a leading industry, not only for the South of Italy but for the entire State. The candidacy of Mediterranean Diet as cultural heritage of UNESCO helps this growth. Our state is the symbol of this lifestyle. This valorisation nurtures many expectations.

Social Media communication give a big importance to the project called "Masserie Didattiche", spread all over Italian territory, but with its epicentre in Apulia, where associations look after these structures, promoting rural tourism and, at the same time, teaching to young people to respect environment. Learning is supported by a direct experience.


3.6 Focàra of Novoli

A bonfire 25 mt high and with a diameter of 20mt: "Focara" is the biggest bonfire of Mediterranean basin. Made of hundreds of bundles of dry shoots coming from Parco del Negroamaro lands, Focara is built to give honor to Saint Anthony, using an ancient method handed down from father to son. An ancient tradition which take place year by year with a long preparation: from 8th of december, when its building starts, to 16th of Jenuary when it burns.

This feast represents the cultural identity of Salento with an event full of symbols of popular tradition, between sacred and profane. Focara is part of the cultural heritage of Apulia but also of UNESCO.
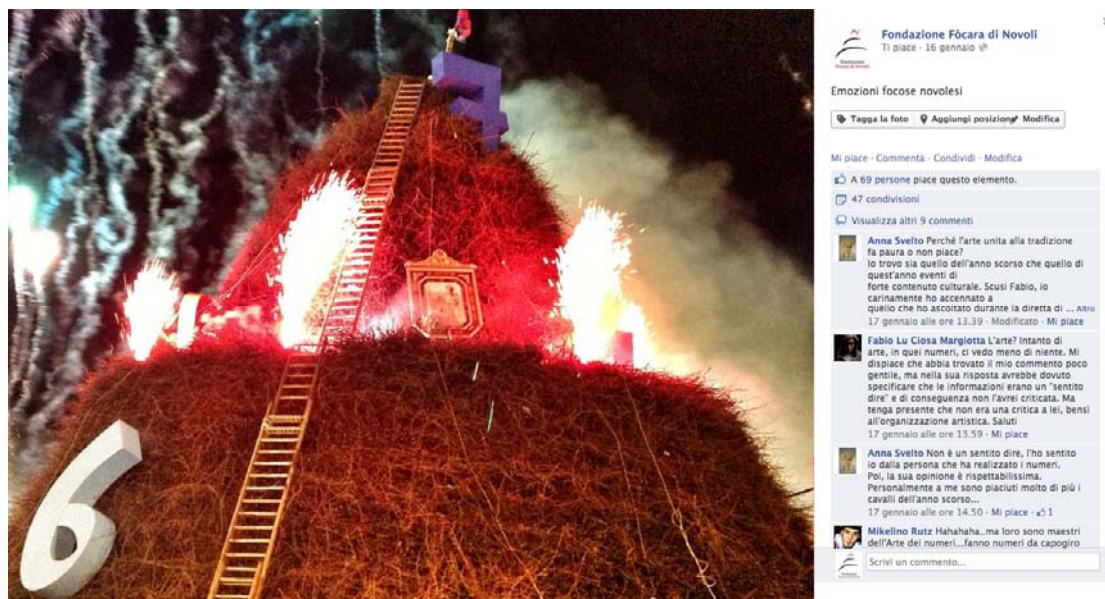
In order to promote this cultural and popular heritage has been created a communication strategy through the social media with the aim to defend and preserve the spirit of the celebration. Today, Social Networks can be a tool for the spreading of the event, which is already a meeting place among different cultures, that come together around this "good fire of Apulia", messenger of peace and universal symbol of solidarity. Below some examples of shared message, created for Focara Official Fanpage.

A Social Network Strategy is the way in which an event enter the Web, deciding to keep in touch with audience. InCima - Social Network Strategy created a plan with the aim to be present, to interact with audience, to create a viral communication, to take care of relationship with influencers, in order to facilitate communication and promotion.

Editions 2012 and 2013 have been characterized by artistic installations made by Mimmo Palatino and Ugo Nespolo.
Link between tradition anf contemporary art, became a distinguishing element for Focara and the audience payed a big attention to this things. Apulia in general, and Salento in particular, have cultural and artistic features, which have to become a brand for tourist industry, exportable all over the world. It is necessary to establish on the Web important activities in order to stimulate the development of this territory.
Communication and spread of information through Social Networks is done to reach these aims, underlining tradition and striking place and rituals, crossroads of cultures and art.
A strong dialogue happened online and offline, because of interviews, tweets, photos shared in real time. Social Networks have been joined in the Facebook page, used not only for official communication but also to talk with audience, telling all the best of the event. The choice to use a conversationam language helped communication and increased the appeal of the event.

3.7 Brand "Prodotti Qualità Puglia"

The brand "Prodotti di Qualità Puglia" is a collective brand of high quality with the indication of origin of the product. It garantees the quality and the origin of products and respects the set of rules imposed by European Community for the support of agricultural sector.

Promotion through social media of "Prodotti di Qualità Puglia" done by InCima - Social Network Strategy has been actuated through a series of activities on the Facebook page of its WebTv: SalentoWebTv promoted "Prodotti di Qualità Puglia" with a live photo sharing done during the big concert of Notte della Taranta on the 25th august 2012. The previous editions of this festival   give the opportunity to promote territory and to raise its economic and tourist potentiality through the musical heritage.
To understand the importance and the success of the event is useful to observe the growth of the number of spectators during the last years: in 1998 they were just 5.000, but in 2008 they became 150.000.

Our report consisted in the production and spreading of photos and videos, created with professional tools but also with famous applications such as Instagram and Hipstamatic, with the aim to support the sharing from audience and interaction through "I like" and posts.