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INTERSOCIAL: Unleashing the Power of
Social Networks for Regional SMEs

Deliverable D 4.5.1: Report on current cultural awareness and
future policies.

Action 4.5: Evaluation/Future Outlook of Cultural Heritage
WP4: Deployment and Evaluation of Innovation Devices in Specific SMEs

Priority Axis 1: Strengthening competitiveness and innovation
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technologies

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Report on current cultural awareness and future policies
Deliverable D4.5.1-2 Action 4.5

Workpackage WP4: Deployment and Evaluation of Innovation Devices in
 Specific SMEs

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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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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 turnover of 3,5 billion €(15% more than 2009: it is the most relevant online branch). According to official statistics, cultural attractiveness is the first reason for travelers to choose a destination, just after financial means.

Public and private actors who work on territory cannot afford to ignore these elements: the Web is the solution for creation of an appropriate 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 easily 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 Government 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 Government of Apulia started a strong policy of valorization 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 Government of Apulia moved from recover and valorization of single elements of cultural heritage, to the valorization 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 valorization 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.



Salento
d' amare

SOCIAL MEDIA CHEF

DICCI IN CHE RICETTA USERESTI I PRODOTTI SALENTO D'AMARE PRESENTI A CIBARTI EXPO 2012 E... LI VINCI (LEGGI IL REGOLAMENTO SU SALENTO D'AMARE PAGINA FACEBOOK UFFICIALE)

INCIM@ SOCIAL NETWORK STRATEGY FACEBOOK.COM/INCIMA

SalentoWebTV www.salentoweb.tv

Salento d'Amare – Pagina Ufficiale

21 piace · 23 aprile 2012

Sul profilo di Assessorato alle Risorse Agroalimentari della Regione Puglia · Rimuovi

SOCIAL MEDIA CHEF

Salento d'Amare – Pagina Ufficiale vi aspetta da CIBARTI EXPO 2012 con il suo stand istituzionale, che unisce 10 aziende agroalimentari aderenti al marchio d'area della Provincia di Lecce.

Salento d'Amare ha ideato con INCIMA – Social Network Strategy un social contest dedicato a CIBARTI EXPO, la fiera dei territori italiani. Si chiama Social Media Chef e, per ora, vi diciamo ...Visualizza altro — con Gruppo Ciclistico Novoli, MusicEmpire Agenzia Eventi Otranto, Christian Manno e altri 41

Tag: Assessorato alle Risorse Agroalimentari della Regione Puglia

Tagga la f... · Aggiungi posizi... · Modifi...

Mi piace · Commenta · Condividi · Modifica

A 24 persone piace questo elemento.

2 condivisioni

Christian Manno posso partecipare
26 aprile 2012 alle ore 13:53 · Mi piace

Salento d'Amare – Pagina Ufficiale si, scegli il prodotto Salento d'Amare – Pagina Ufficiale che ti manda maggiormente la tua creatività a mandaci la tua ricetta
26 aprile 2012 alle ore 16:44 · Mi piace

Elena Provenzano Andrea Caroppo: un' iniziativa che potrebbe piacere a uno 'chef social' e sempre connesso come toi Pensaci 😊
27 aprile 2012 alle ore 15:37 · Mi piace · 2

Andrea Caroppo Ahah! ok era vedo!
27 aprile 2012 alle ore 17:35 · Mi piace

Scrivi un commento...



E tu, come lo vedi il Salento?

Pubblica una tua **foto** o un tuo **video** della vacanza trascorsa in Salento sulla Fanpage di

Salento

Pause All · Edit · Clear · Save · Sleep Timer · Alarma

Salento d'Amare – Pagina Ufficiale

21 piace · 8 ottobre 2012

E TU, COME LO VEDI IL SALENTO?

Questo è il nuovo social game ideato da INCIMA – Social Network Strategy per il marchio d'area Salento d'Amare – Pagina Ufficiale, che invita tutti coloro che hanno trascorso le proprie vacanze in Salento (come recita la famosa canzone di Biagio Antonacci) a pubblicare foto e video rappresentative della nostra terra.

Saranno i vostri "Mi Piace" a premiare il video e la foto più bella.

Buon divertimento! — con Viviana de Campi

Tagga la f... · Aggiungi posizi... · Modifi...

Non mi piace più · Commenta · Condividi · Modifica

A Salento d'Amare – Pagina Ufficiale e altri 3 piace questo elemento.

4 condivisioni

Scrivi un commento...

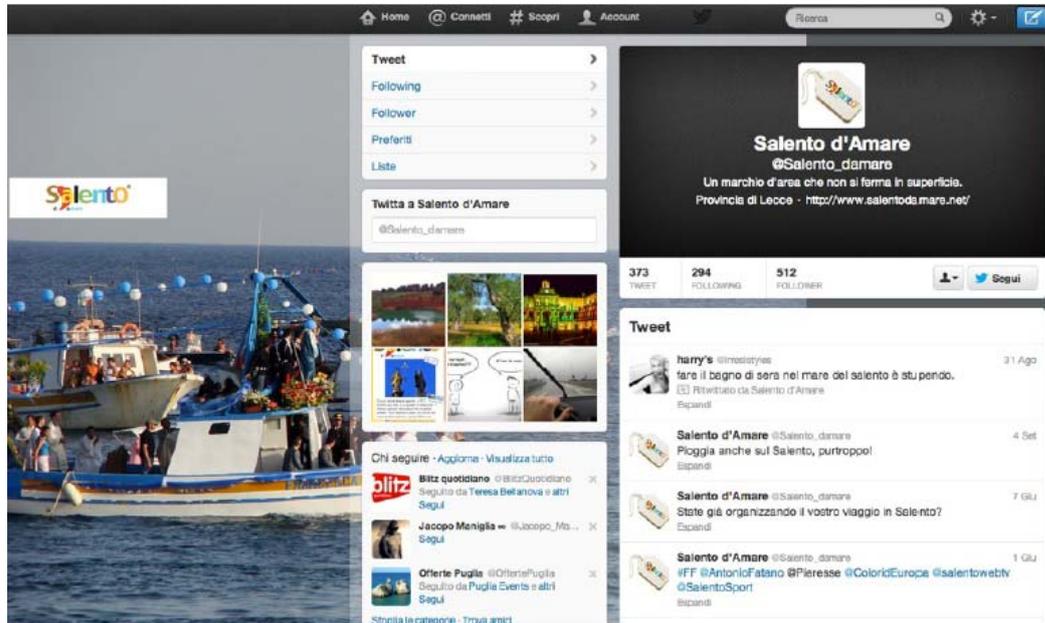
Sponsorizzata da · Crea un'inserzione

Lettore bancario gratis

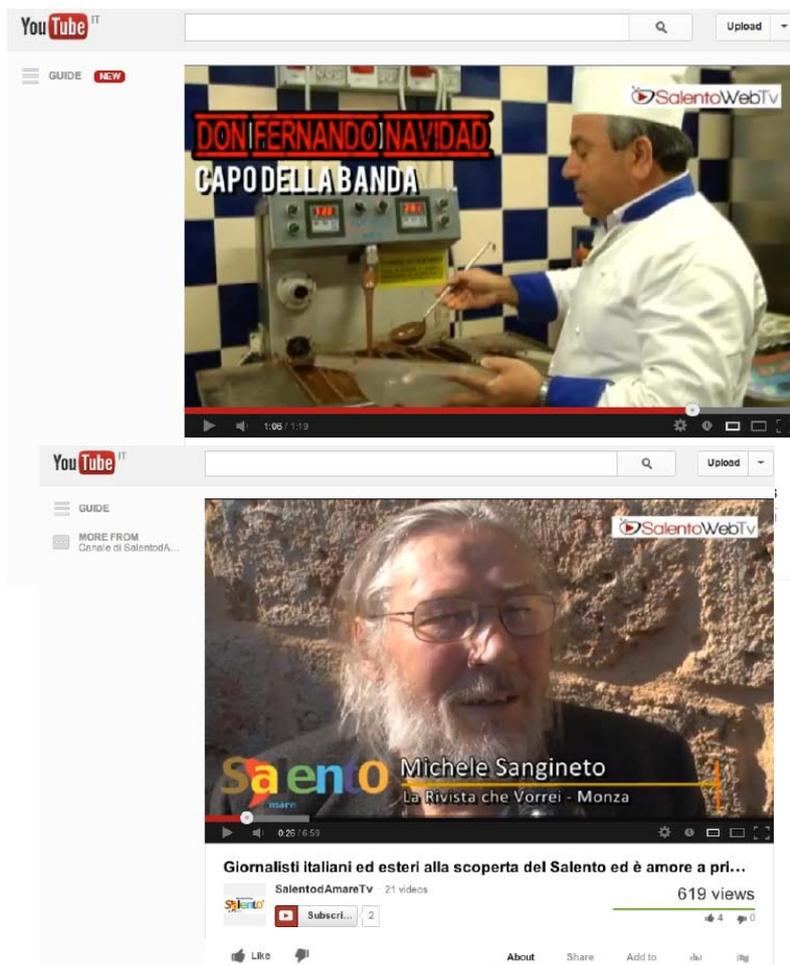
Soluzione di pagamento ideale per piccolo commercio ed imprenditori. 0€/mese. Ordina ora!

A Vito Margiotta piace Payleven Italy.

Twitter was the channel, choosed for official communication 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 quality goods and activities.



3.2. Enological Contest Rosé Wine

1° Concorso
Enologico Nazionale
Vini Rosati d'Italia



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.

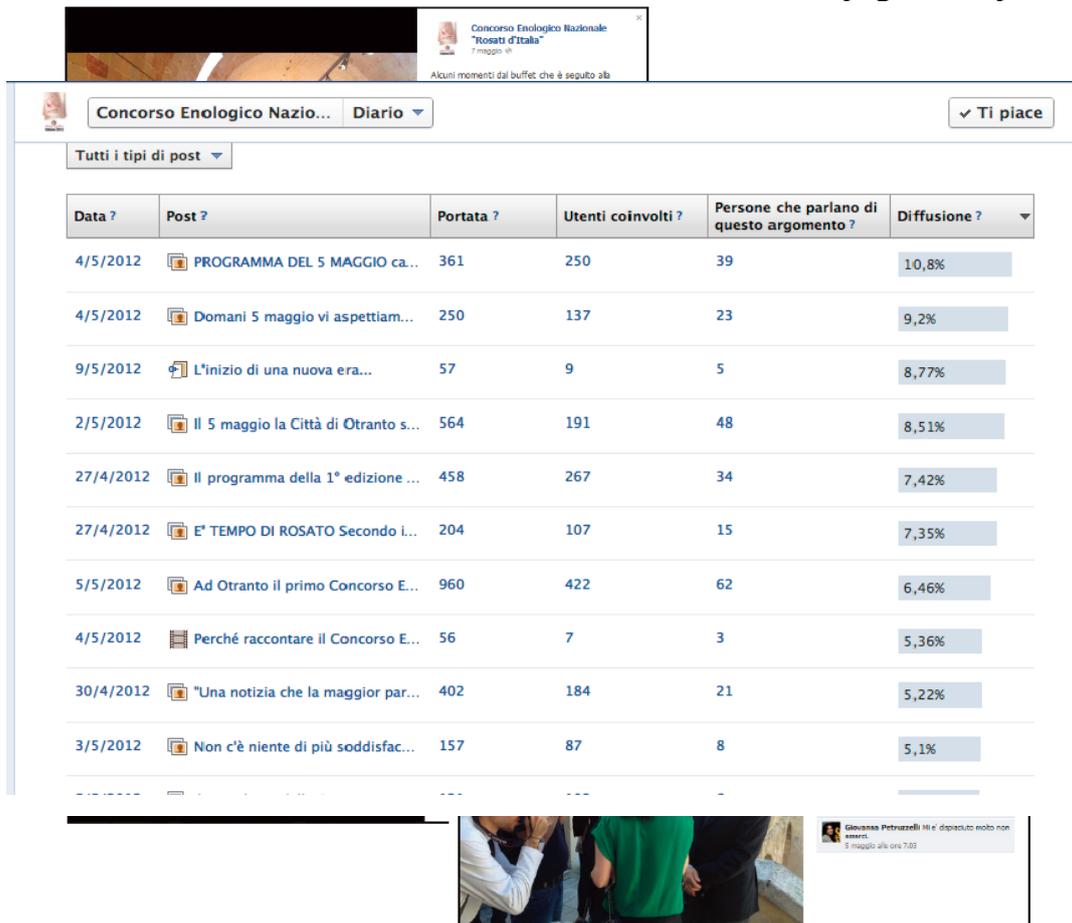


The Official Fanpage of the event communicated contents using videos, photos and articles. Part of the contents has been created in a strategic way, before the event and spread all over the Web, involving hundreds of influencers: enologists, journalists and sommeliers. Other contents has been created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

Promotion of all the agricultural compartment activities was the cornerstone of institutional presence of the Government 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.

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 relevant 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”.

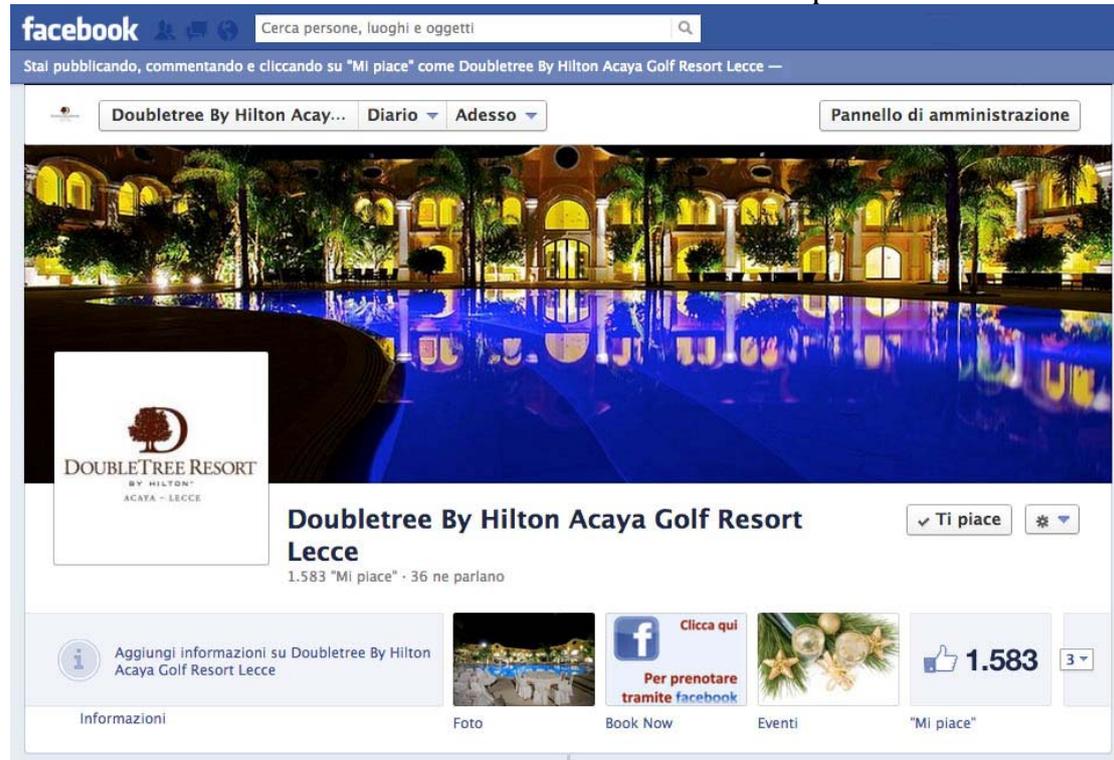
All the most important moments of the day have been provided by InCima on Facebook page and YouTube channel of our WebTv, SalentoWebTv. These networks are intensely linked between them, so nothing could escape from the careful eyes of our staff. All the materials was elaborated two times: once to create 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

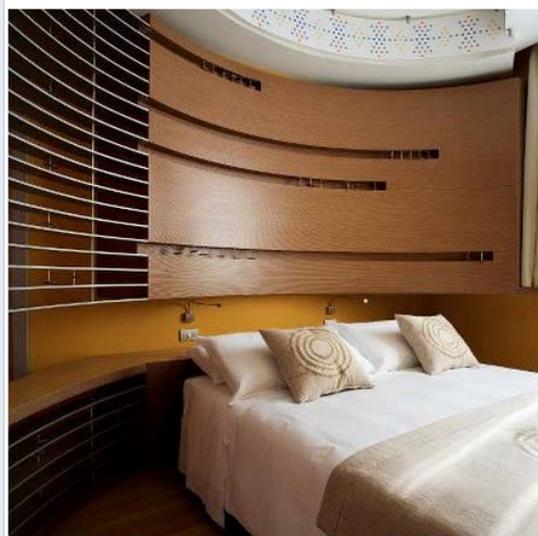
The wave of Social Networks submerged also the most important hotels, which use pictures on Facebook and Flickr, videos on YouTube, communication on Twitter and Google+ , blogs and so on... Social Networks play an essential role to achieve their target and mantain an high level of customer service.

Reviews are not enough to influence travelers' choice, 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 to recognize in its brand a Every new important ally to visibility. by day, fans increase



the opportunity the hotel and in reference point. activity is an increase brand Interacting day followers and quickly.



Promotion and special offer, published in real time and in a beautiful way, have an important role in the management of Facebook Page.



Facebook recently strengthened 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.



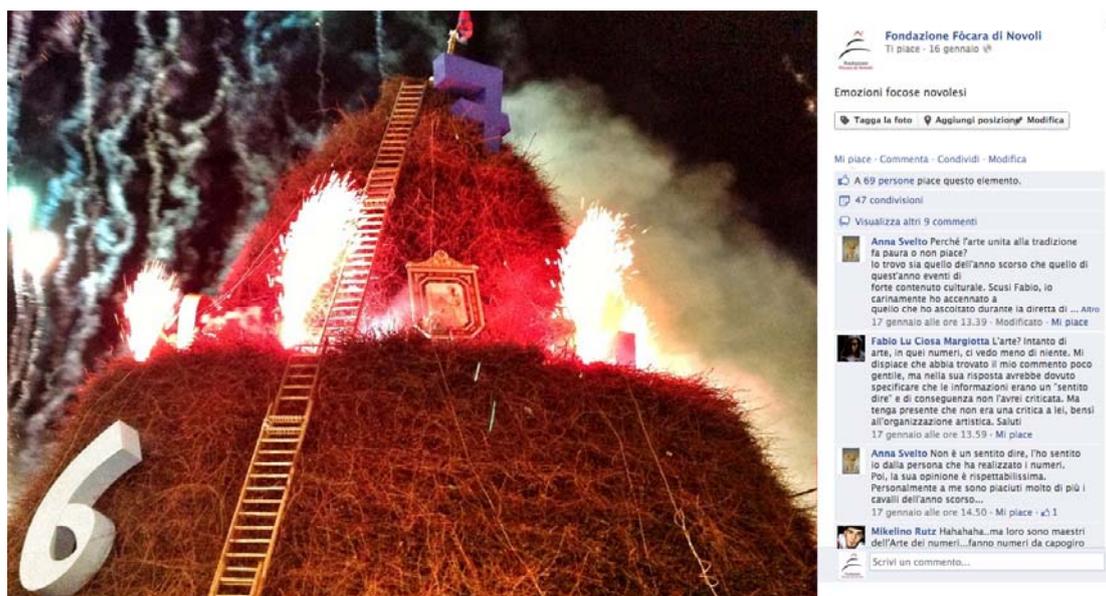
Social Media communication give a big importance to the project called “Masserie Didattiche”, spread all over Italian territory, but with its epicentre in Apulia, where associations look after these structures, promoting rural tourism and, at the same time, teaching to young people to respect environment. 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 and contemporary art, became a distinguishing element for Focara and the audience paid a big attention to these 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 conversational 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 guarantees 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.

4. TOOL DEPLOYMENT

Intersocial tools have been deployed in 2 SMEs that have their main activity in the area of cultural heritage preservation and tourism.

ARCHONTIKO VOYAROU. Archontiko Boyarou is an agricultural enterprise based in the village Kalarrytes in Ioannina. This company is consisted by a traditional guesthouse, restaurant, and an area where visitors can come in contact with plants and animals of the Greek nature (i.e. boars, deers, chickens, ducks, turkeys, rabbits). The enterprise is a family business and employs 6 people.

GKOUNTAS TRADITIONAL SILVERSMITH. The art of processing of silver, but also the style of jewellery production in the region of Ioannina, has a long tradition as the folk art masterpieces are famous throughout Greece and abroad. The history of the city of Ioannina and of the region is connected with the tradition of folk art in silverware. Gkountas Traditional Silversmith is an individual traditional silver craft enterprise based in Ioannina. It employees 5 people which product, promote and sell unique silver art items (i.e. jewelleryes, decoration accessories, etc.).

The following tools developed in Intersocial were deployed and adapted to both SMEs:

INTERSOCIAL Monitoring Tool is a Facebook and Twitter specific search engine, built upon Facebook's and Twitter's publicly available APIs. The tool allows the user to search for specific keywords or phrases on the Timelines of Facebook and Twitter subscribers which they had denoted as being "Public". The tool can retrieve public posts from Facebook, Twitter or both simultaneously. The SMM capabilities of this tool are keyword monitoring, reputation management, competitor analysis, monitoring multiple networks.

ESA (Enterprise Social Aggregator for SMEs) tool allows the management and monitoring of three of the most widely used social network platforms (i.e. Facebook, Twitter, and Google plus). Currently the tool is available both as a Wordpress widget and as an Android mobile application. In addition, ESA offers the possibility of calculating statistics of aggregated data from social media, by exploiting the Facebook and Twitter API (e.g. reaches, total mentions). It is an open source project and is available for download on Codeplex. The SMM capabilities of this tool are keyword monitoring,

reputation management monitoring and management of multiple networks, data filtering and analytics.

SONETA is a tool that can be used to monitor and enhance the social media presence of an SME. The tool enables tracking of social media traffic in Twitter for a user-defined set of keywords within a user-specified time period and within user-defined geographical region(s). It can be used to recognize trending conversation in specific geographic region and returns data visualizations in the form of word-clouds, bubble-clouds and tree maps. The SMM capabilities of this tool are keyword monitoring, trend analysis, geolocation monitoring, reputation management, competitor analysis, data filtering and analytics, campaign monitoring.

We introduced to both SMEs a set of SMM tools and we also offered them training sessions in order to get used them. The participating SMEs used the SMM tools for a period of four months, in which they had also our technical support. At the end of this period, semi-structured interviews were conducted with each SME in order to collect qualitative data on the deployment and adaption of the monitoring tools as an impact to their social activities. The semi-structured interviews were oriented to ask about the level of effort that was required on SME's part to learn and start using the tools as well to assess the sufficiency of the provided training material. The focus in the third phase was on the user experience the participants had with the social media tools included in the study. They were asked to comment about the usefulness, usability, learnability, and functionality of the SMM tools. The results of this study came from the analysis of all gathered qualitative data by using Qualitative Data Analysis

Before participating in this study Archontiko Boyarou enterprise representatives stated explicitly that they were convinced about the Return of investment (ROI) of Social Media engagement for their kind of business. They had good results with their Facebook page, that already counted 228 page likes with approximately 10 posts per month were created, but not in their profiles in Twitter, LinkedIn and Google+. This happened because they used to spend time to update only their Facebook account. Also, the general manager mentioned that he believed in the strong influence of Facebook at Greek consumers and this was the reason that the enterprise was focused in this specific social media. On average they reported spending one hour per week on social media activities. They also mentioned that they spend more hours in periods that they don't have so much work, like October-November and February-April. The main problem of this company in regard to social media was that the most employees were not digital literate and was just one person responsible to manage the company's social media presence. They stated that it was difficult for them to hire a new employee to work exclusively on Social Media thus information about how to use the various Social Media platforms effectively was extremely valuable to them. The enterprise found really

interesting the idea to use SMM tools with they believe to attract more visitors and especially to extend its reputation. At that point they used only “Facebook Insights” but they had not used it to monitor their social reputation by studying metrics such as total reach or post effectiveness. The only kind of monitoring they reported doing was checking general metrics such as overall number of page likes. They did not study the demographics of their followers and were not actively searching to identify influencers. They stated their interest about techniques could help them identify general themes of conversations and learn what their customers are talking about. They also intended to integrate keywords of popular conversation in their posts hoping to engage their customer more. Their hope was that by increasing page likes in Facebook more customers would be seeing their offers which would hopefully be translated into more visitors.

Gkountas Traditional Silversmith enterprise had already a web presence through its web site. However, they did not have an actual company’s social media. They used their personal accounts mainly for networking and for the purpose of monitoring developments in jeweler market (following specialized groups, news etc.). They seemed to be habitually passive social media users since were mostly interested monitoring information on various networks rather than contributing content themselves. After our contact they realized the real value that social media can offer in their SME and they decided to participate in order to increase its fame and promote better their work. The tools that could help them in their activities were those measuring the effectiveness of their posts as well as tools that integrate keywords of popular conversation in their posts hoping to engage their customer more.

The impact of the SMM tools to Archontiko Boyarou enterprise was quite different than the others. This may be happened because of the more structured social media strategy they had from the beginning. This company was already active on social media platforms and its main change came in the form of engagement with SMM tools, which motivated them to start experimenting with the other social media profiles that they already had but up to that point were inactive. They commented that they found very useful the training materials that they get from Intersocial project and also this part referred to strategies that a company could follow to enforce its presence in Twitter community. The main change was in regard to Twitter which they started using effectively partly due to their involvement in this study. Although they will not continue using them on a regular basis they are convinced that the tools will help them during periods in which they will dedicate recourses to experiment with social media and in order to discover new ways of engaging with their customers. During the study they were mostly talking about the ability to monitor post success, interesting topics and follower views and likes. They also search and found appropriate keywords they could start tracking that could be useful in to them. The experimentation with the SMM tools helped them formulate their previous and new strategies as well as creating tactics about effective usage of social media on which they was not actively engaged in the past. At the end

they become also interested in identifying influencers because they understood how this could help the build a larger follower base on online social media communities.

The results of qualitative data for Gkoutas Traditional Silversmith enterprise showed that at the beginning of the trial period of SMM tools they found it difficult to integrate social media techniques into their activities mainly because they could not find the needed time to experiment and study online information about good practices by others. During the first month they used mainly the monitoring tools to search for post by their competition in order to create an understanding of appropriate Facebook usage. Then they experimented by using the geolocation monitoring tool. After that they become interested in new types of social media activities as for example trend monitoring and campaigns design. This process let them question and redefine their current social media strategies. Although they became intrigued by many features of the SMM tools the main impact was made by tools that let them monitor likes, views and posts on multiple social media. The effect of their introduction to SMM tools was a big effort in new positive attitudes towards social media in general.

4. CONCLUSIONS AND FUTURE POLICIES

Social networking tools and technologies provide the means to service providers and organizations that are active in the field of cultural heritage promotion and tourism to potentially attract a larger market by using targeted advertisement utilizing analysis of data collected from related social media.

In this respect, easy to use tools such as the ones developed and deployed in INTERSOCIAL (SONETA, Intersocial Monitoring Tool and ESA) are essential devices to broaden SME markets.

A perspective that has not been investigated in this project is the importance of review and ranking mechanisms for service providers related to tourism and places of cultural interest. Current applications such as Tripadvisor, Foursquare and Yelp provide such mechanisms but may be unreliable for developing regions such as the regions of Epirus and Apulia. In this respect new applications containing all major places of interest, and tourism related businesses should be deployed and interlinked with major social networks. New venues will then be added by users. Providing reliable reviews and rating combining likes, tips, ranking and reviews from all available social media will increase the quality of services (by hotels, restaurants, tour operators) and the

quality of valorization of places of cultural and natural interest (museums, archaeological places, parks, towns).