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Active2Public Transport

THE POWER OF SOCIAL MEDIA

TIPS, TRENDS, AND SHARED EXPERIENCES FOR A2PT PROJECT

Irene Bittner – Österreichische Energieagentur – Austrian Energy Agency
Jitka Vrtalova, Kristyna Hanackova – Czech Partnership for Urban Mobility (PUM)

16 October 2024

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ACTIVE2PUBLIC TRANSPORT
SOCIAL MEDIA TRAINING
WEBINAR

IRENE BITTNER
Lead Partner

JITKA VRTALOVA
Communication Manager

KRISTYNA HANACKOVA
SM Specialist

Objectives & Agenda

Agenda

- Active2Public Transport: Introduction of a project & pilot actions
- Social Media: In-depth Explanation
- Greenwashing & how to avoid it

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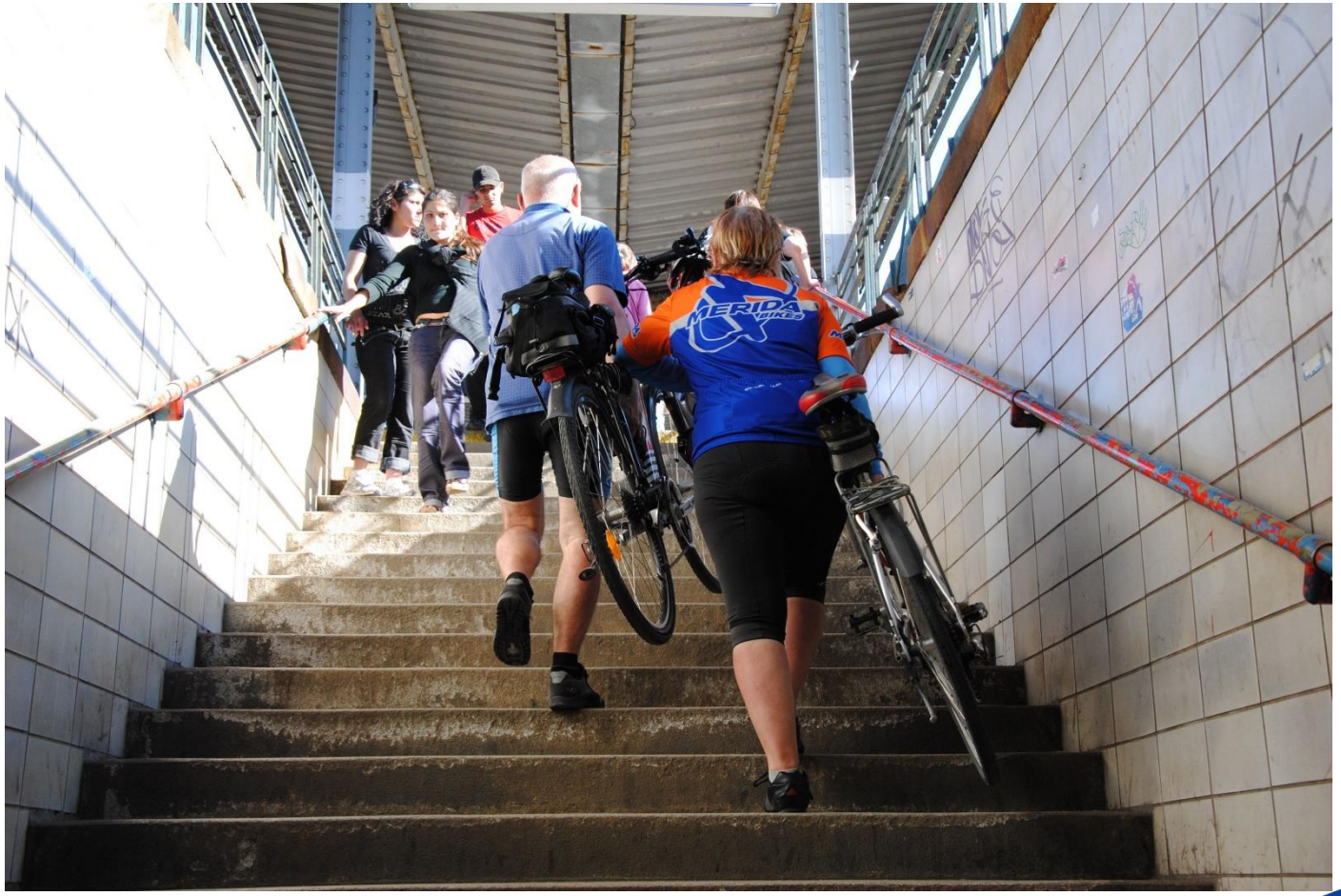
Better combining cycling, walking and public transport in the Danube region


MERIDA

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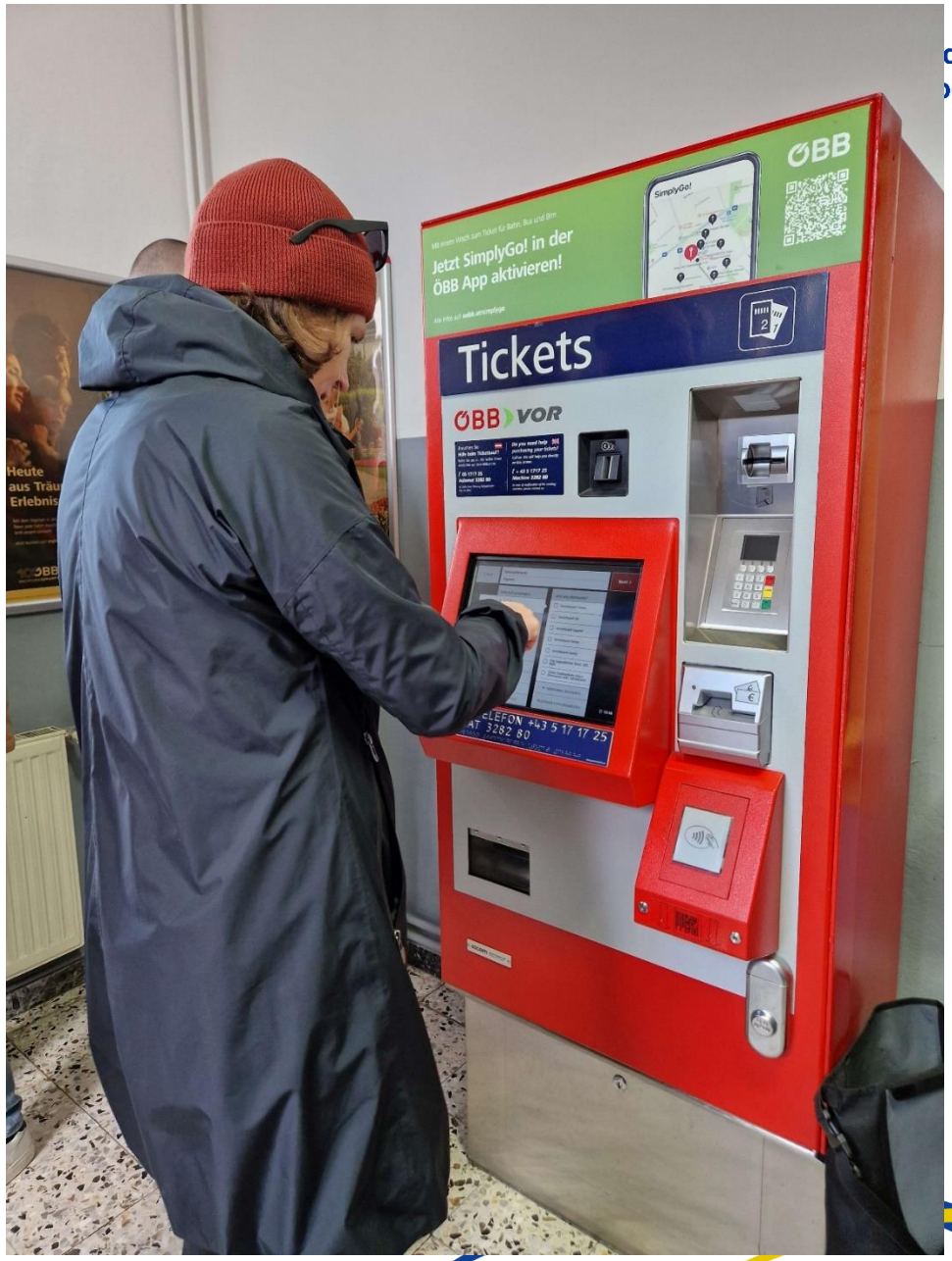
Good Practice Examples

4

Solrød Strand
Internet

1
2
FAHRRADBOX
FAHRRADBOX
3
4
FAHRRADBOX
FAHRRADBOX



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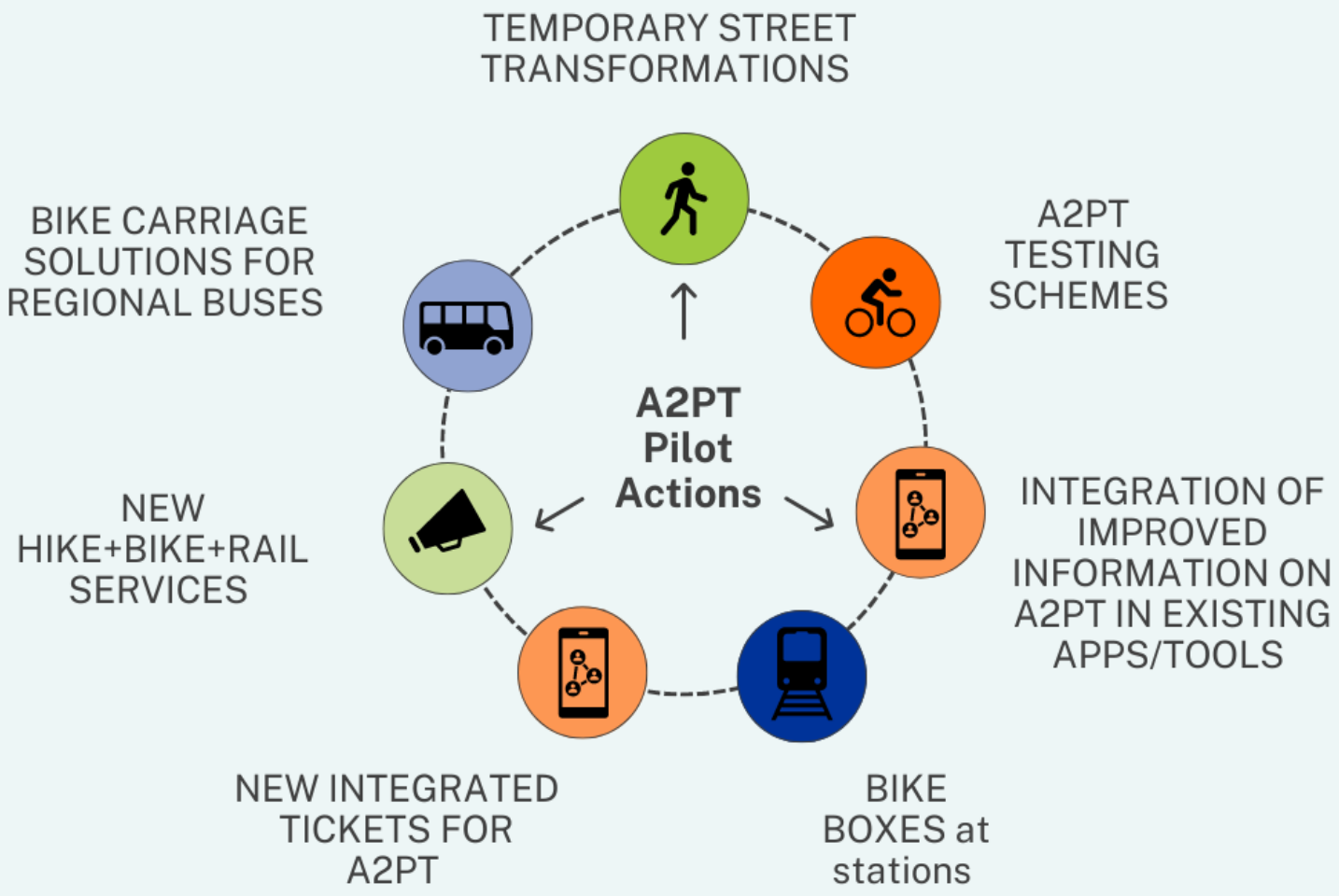
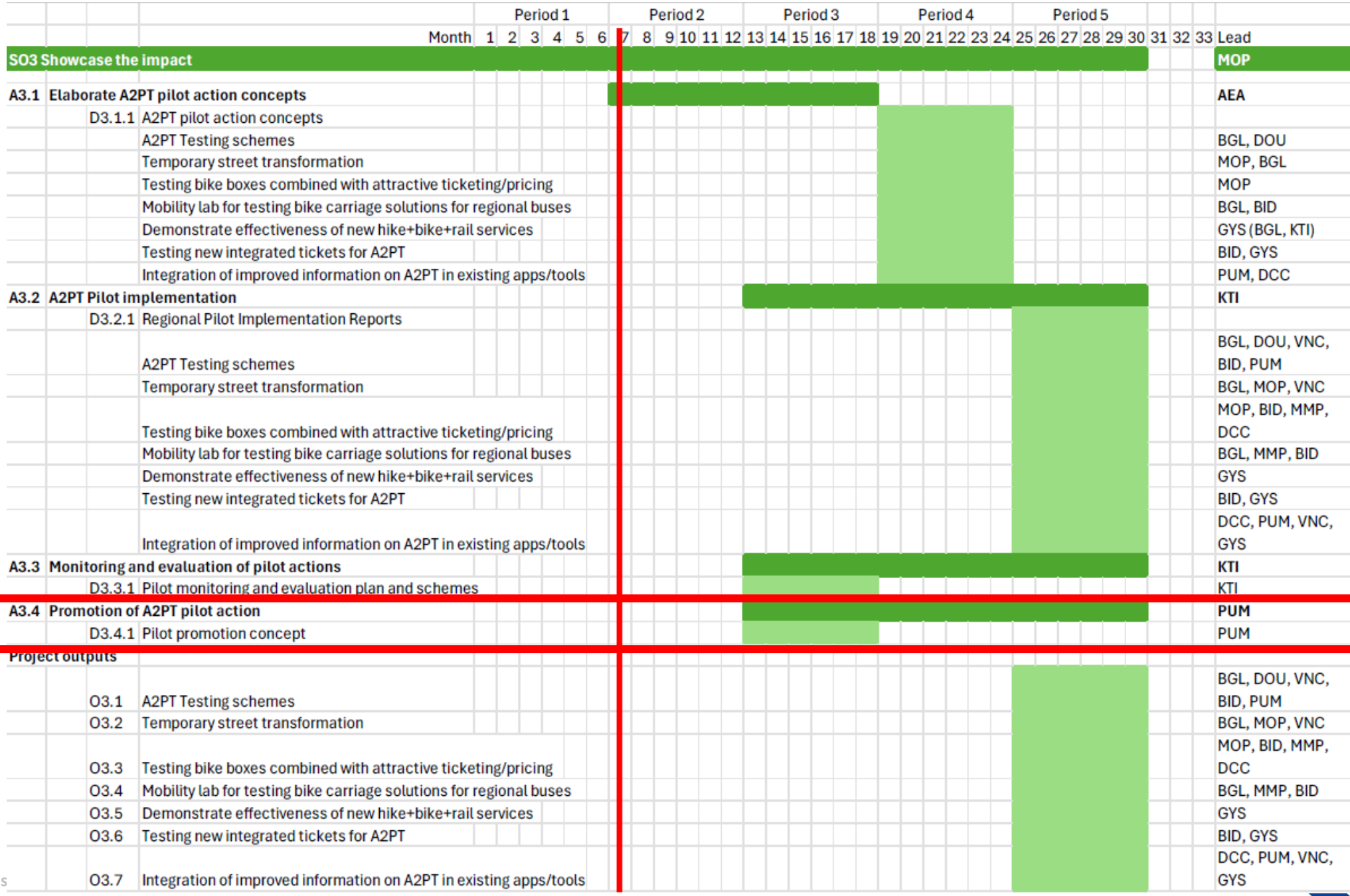
Pilot Actions (Act. 3.4)
Promotion Plan

A2PT Pilot Actions



Time schedule



			Month 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33	Lead
			Period 1 / Period 2 / Period 3 / Period 4 / Period 5	
SO3 Showcase the impact				**MOP**
A3.1	**Elaborate A2PT pilot action concepts**			**AEA**
	D3.1.1	A2PT pilot action concepts		
		A2PT Testing schemes		BGL, DOU
		Temporary street transformation		MOP, BGL
		Testing bike boxes combined with attractive ticketing/pricing		MOP
		Mobility lab for testing bike carriage solutions for regional buses		BGL, BID
		Demonstrate effectiveness of new hike+bike+rail services		GYS (BGL, KTI)
		Testing new integrated tickets for A2PT		BID, GYS
		Integration of improved information on A2PT in existing apps/tools		PUM, DCC
A3.2	**A2PT Pilot implementation**			**KTI**
	D3.2.1	Regional Pilot Implementation Reports		
		A2PT Testing schemes		BGL, DOU, VNC, BID, PUM
		Temporary street transformation		BGL, MOP, VNC
		Testing bike boxes combined with attractive ticketing/pricing		MOP, BID, MMP, DCC
		Mobility lab for testing bike carriage solutions for regional buses		BGL, MMP, BID
		Demonstrate effectiveness of new hike+bike+rail services		GYS
		Testing new integrated tickets for A2PT		BID, GYS
		Integration of improved information on A2PT in existing apps/tools		DCC, PUM, VNC, GYS
A3.3	**Monitoring and evaluation of pilot actions**			**KTI**
	D3.3.1	Pilot monitoring and evaluation plan and schemes		KTI
A3.4	**Promotion of A2PT pilot action**			**PUM**
	D3.4.1	Pilot promotion concept		PUM
Project outputs				
	O3.1	A2PT Testing schemes		BGL, DOU, VNC, BID, PUM
	O3.2	Temporary street transformation		BGL, MOP, VNC
	O3.3	Testing bike boxes combined with attractive ticketing/pricing		MOP, BID, MMP, DCC
	O3.4	Mobility lab for testing bike carriage solutions for regional buses		BGL, MMP, BID
	O3.5	Demonstrate effectiveness of new hike+bike+rail services		GYS
	O3.6	Testing new integrated tickets for A2PT		BID, GYS
	O3.7	Integration of improved information on A2PT in existing apps/tools		DCC, PUM, VNC, GYS

Source:
2nd Partner Meeting, Olomouc/Czechia, July16-18, 2024

Communication Plan

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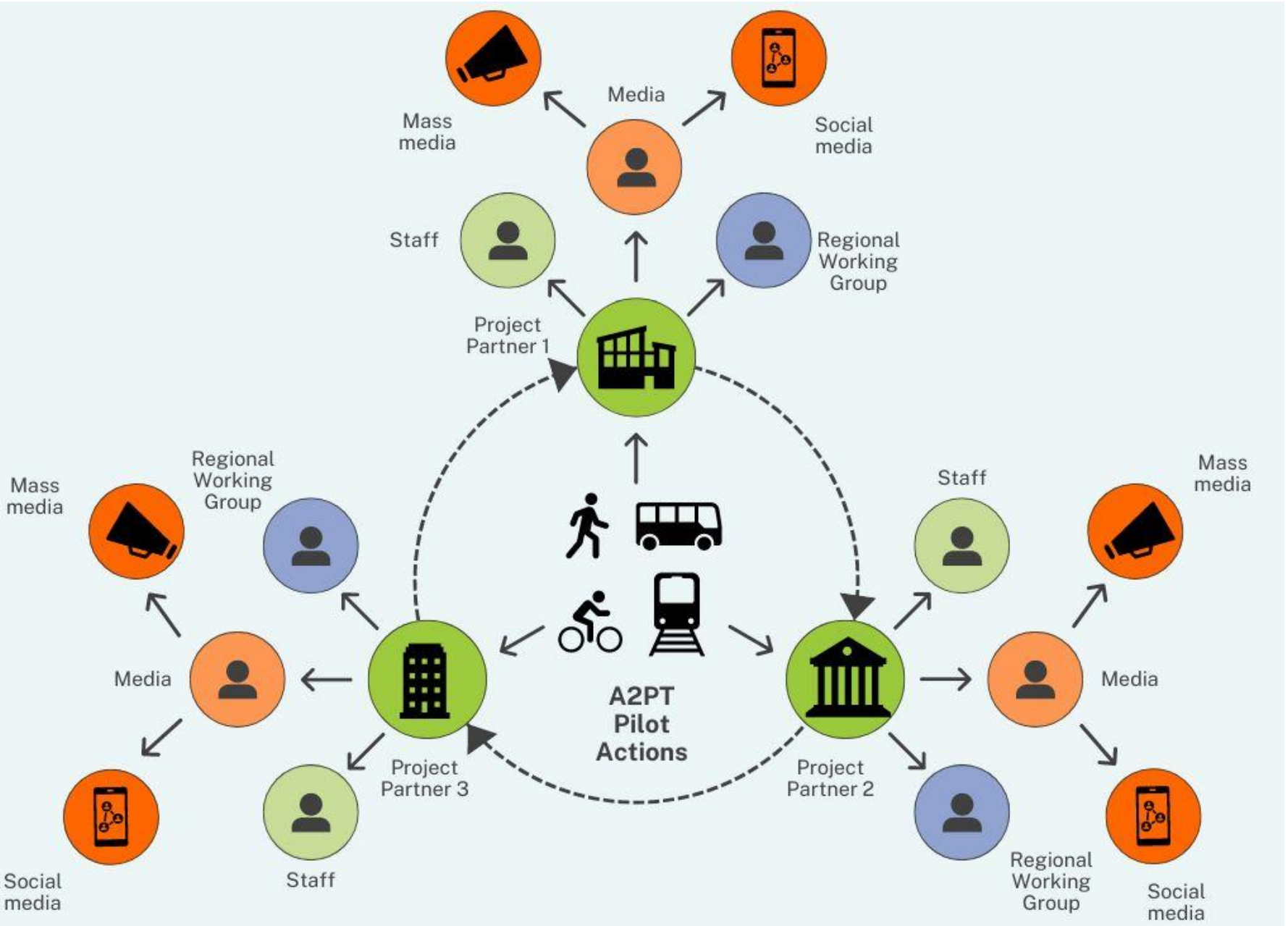
- Timeline WHEN – WHAT
- Visuals & Graphic Elements
- Narrative – communication messages (short/long version)
- List of Communication Channels
- Feedback – Communication Multipliers (WHO/WHEN/WHAT)

Active2Public Transport: Communication Channels

Partner		Channel	Name (english)	Logo	Name (original)	Official Website	Facebook	LinkedIn
PP1	BGL		Business Development Agency Burgenland		Wirtschaftsagentur Burgenland	https://www.b-mobil.info/de/	https://www.facebook.com/Mobi	https://www.linkedin.com/com
PP2	BID		Public Transport Organisation of Bratislava		Bratislavská integrovaná doprava a.s.	https://www.idsbk.sk https://www.bid.sk	https://www.facebook.com/idsbk	https://sk.linkedin.com/company
PP3	DCC		Danube Competence Center	https://drive.google.com/file/d/1UHY	Dunavski centar za kompetenciju	www.danubecc.org	https://www.facebook.com/danubecc	https://www.linkedin.com/com
PP4	DOU		Danube Office Ulm/Neu-Ulm		Donaubüro Ulm/Neu-Ulm gGmbH	https://donaubuero.de/	https://www.facebook.com/Dona	https://de.linkedin.com/compan
			GYSEV Zrt. (Győr-Sopron-Ebenfurti Railways Private		Győr-Sopron-Ebenfurti Vasút Zártkörűen Működő		https://www.fac	https://www.lin



- Promotion Scheme of the A2PT Pilot Actions

- How to involve partners, WGs and media

Communication Guidelines

5 Communication Tools and Methods 21

5.1 Communication Tools 22

5.1.1 Partner Meetings 22

5.1.2 Transnational A2PT Working Group 23

5.1.3 Regional A2PT Working Groups 23

5.2 Media 24

5.2.1 Strategic Media Planning: Amplifying A2PT Messages in Europe 24

5.2.2 Media Invitation to the A2PT Event 26

5.2.3 Press Release: Why A2PT Matters 27

5.3 Project website and partners website 29

5.3.1 Project Website 29

5.3.2 Partners Websites 29

5.3.3 General Rules for Publicity 30

5.4 Social Media 32

5.4.1 General Rules for the Social Media 32

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COMMUNICATION GUIDELINES

Czech Partnership for Urban Mobility

Author: Jitka Vrtalova
Version: 8.2
Date: August 14, 2024

https://interreg-danube.eu/projects/active2public-transport

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Interreg Danube Region Programme
2,699 followers
4w •

🚴 Danube region projects didn't take a break this summer!

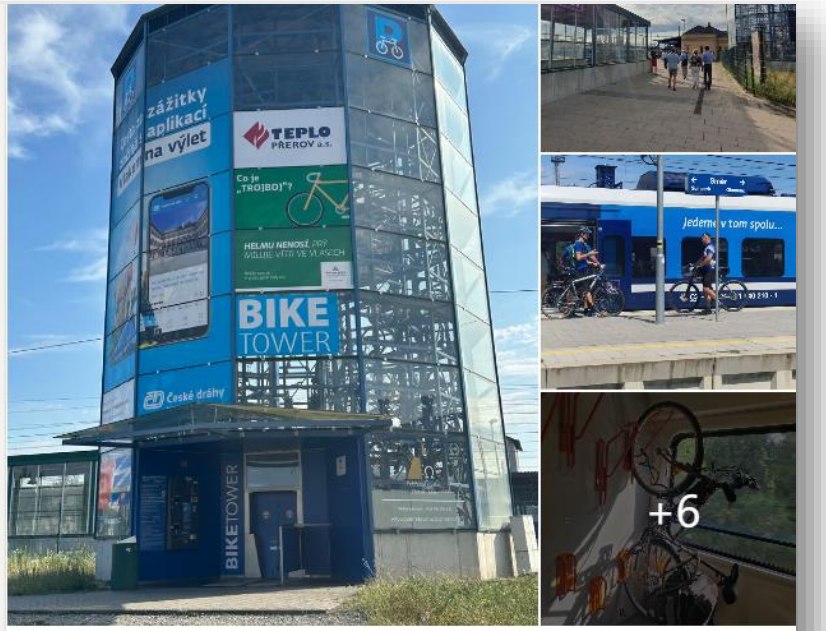
From 16-18 July 2024, over 30 experts from nine countries gathered to explore sustainable mobility solutions in the town of Uničov cz. With its impressive cycle path network built over the past 20 years, Uničov has earned the title of Czechia's most bike-friendly town!

By showcasing real-world examples and fostering collaboration, our #Active2PublicTransport project is paving the way for smarter, greener transportation in the Danube region. 👏

Learn more: https://lnkd.in/dFrSDExA

#Interreg #DanubeRegion #A2PT

Austrian Energy Agency
7,149 followers
View full page



You and 32 others 14 reposts

Reactions

Like Comment Repost Send

Pilot Actions (Act. 3.4)
Questions, comments, ideas?

Social Media
In-depth Explanation

Differences between social media platforms

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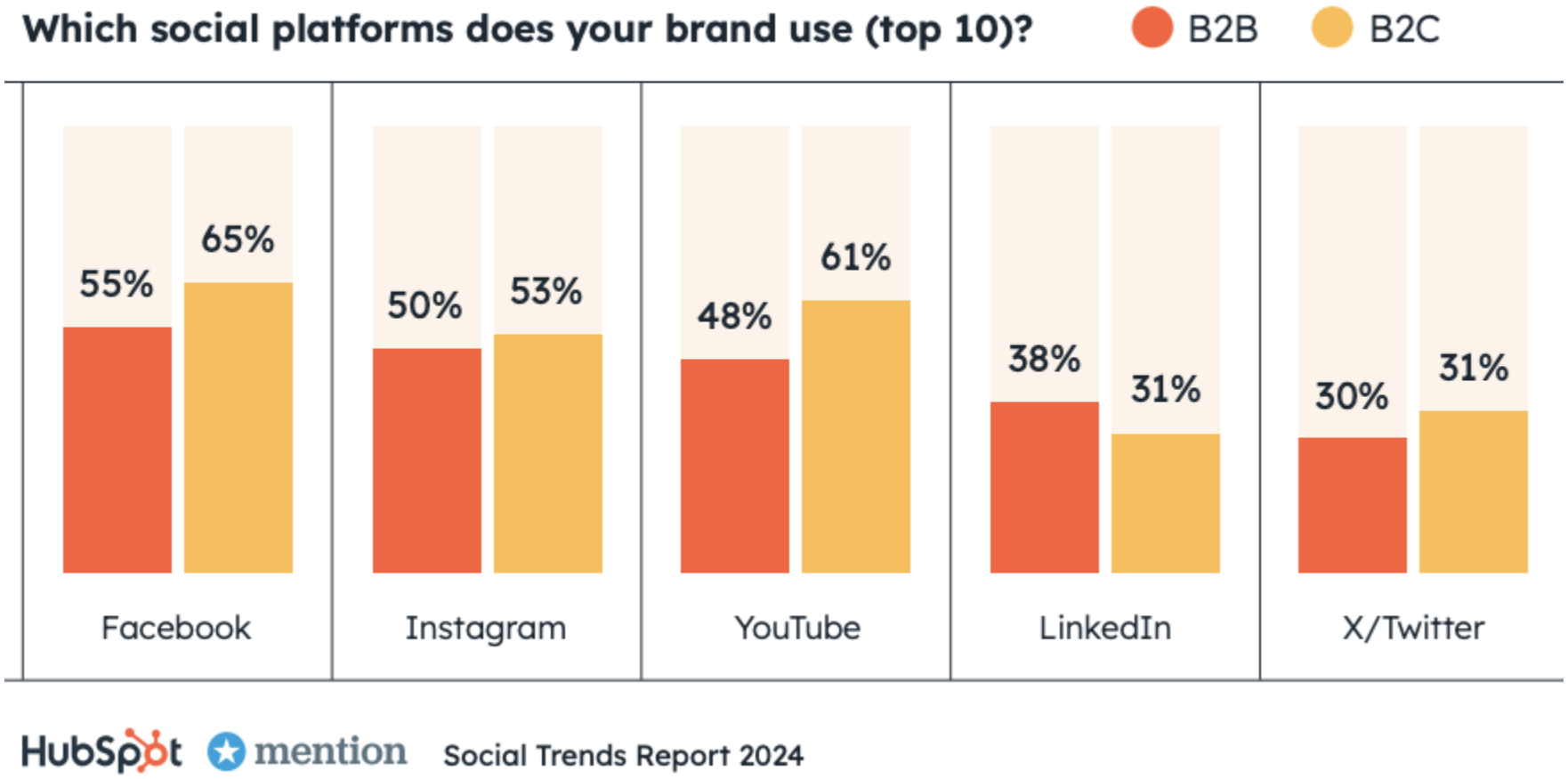

Social media marketing goals 2024

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2024
Increasing brand awareness + reaching new audiences
Driving traffic to your website
Increasing overall revenue + sales
Getting a better understanding of your customers and their needs
Fostering relationships with your customers and increasing brand loyalty

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Content Creation and Management

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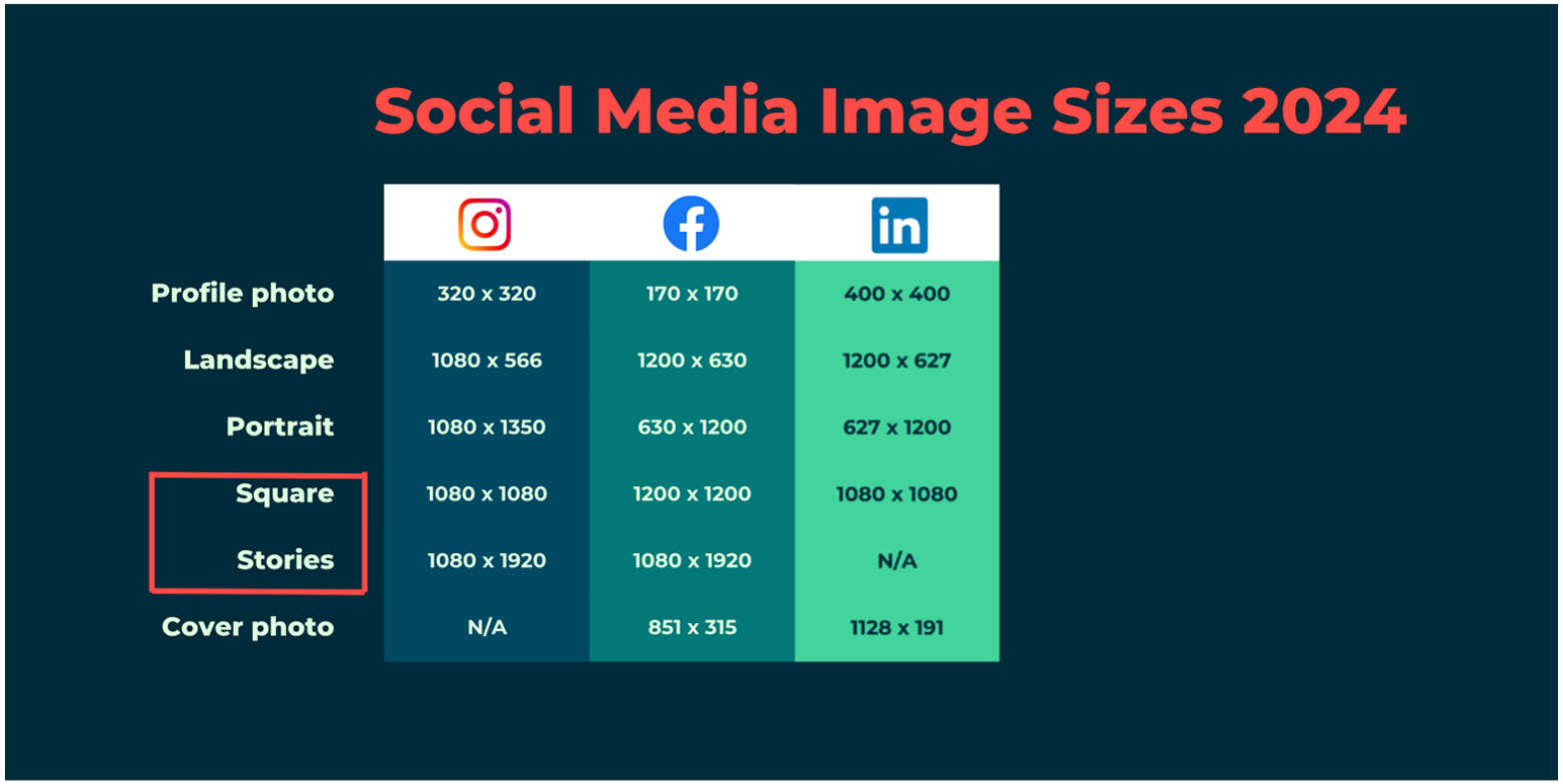
Types of content: posts, videos, stories, live



Profile photo	320 x 320	170 x 170	400 x 400
Landscape	1080 x 566	1200 x 630	1200 x 627
Portrait	1080 x 1350	630 x 1200	627 x 1200
Square	1080 x 1080	1200 x 1200	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A
Cover photo	N/A	851 x 315	1128 x 191

Content Creation and Management

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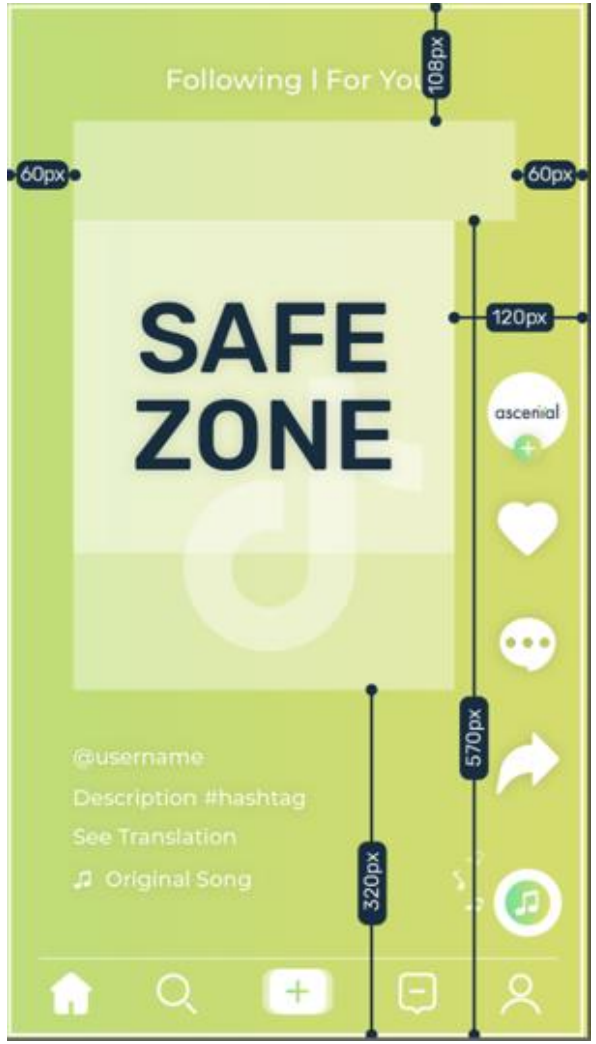
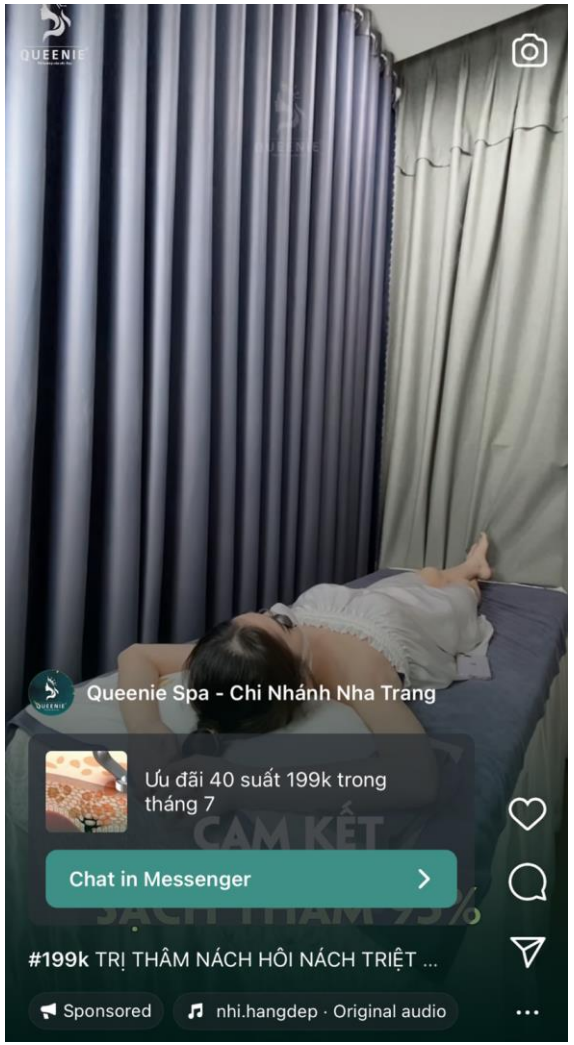
Types of content: posts, videos, stories, live

video length 90s ideally, possible to upload longer, but ads don't allow longer

- subtitles = always if someone speaks in the video, don't forget about safe zone of subtitles!
- Less text on instagram, more text is better for Linkedin and Facebook. For LinkedIn narratives work well.
- Follow all partner's SOME so you can share and comment :)

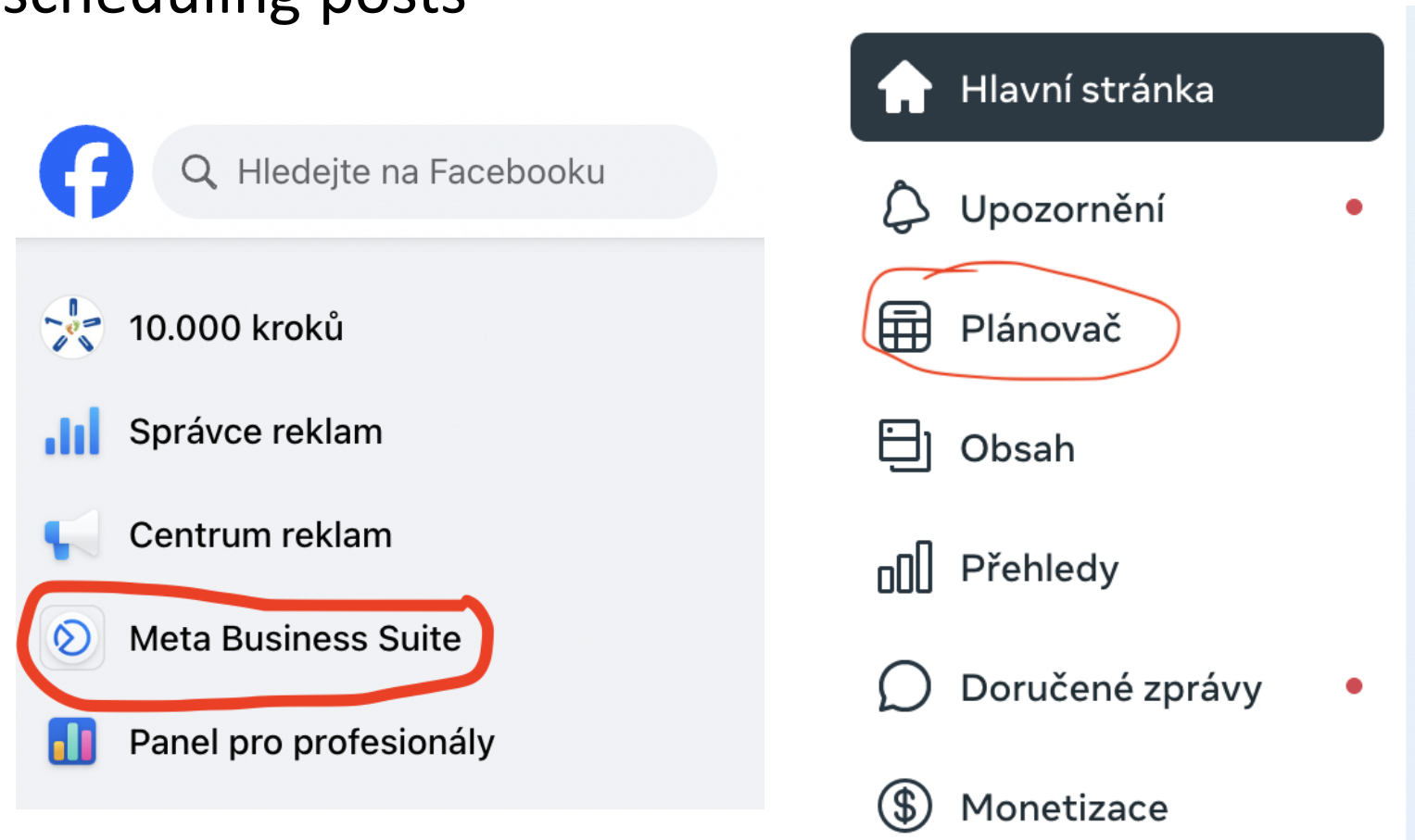
Content Creation and Management



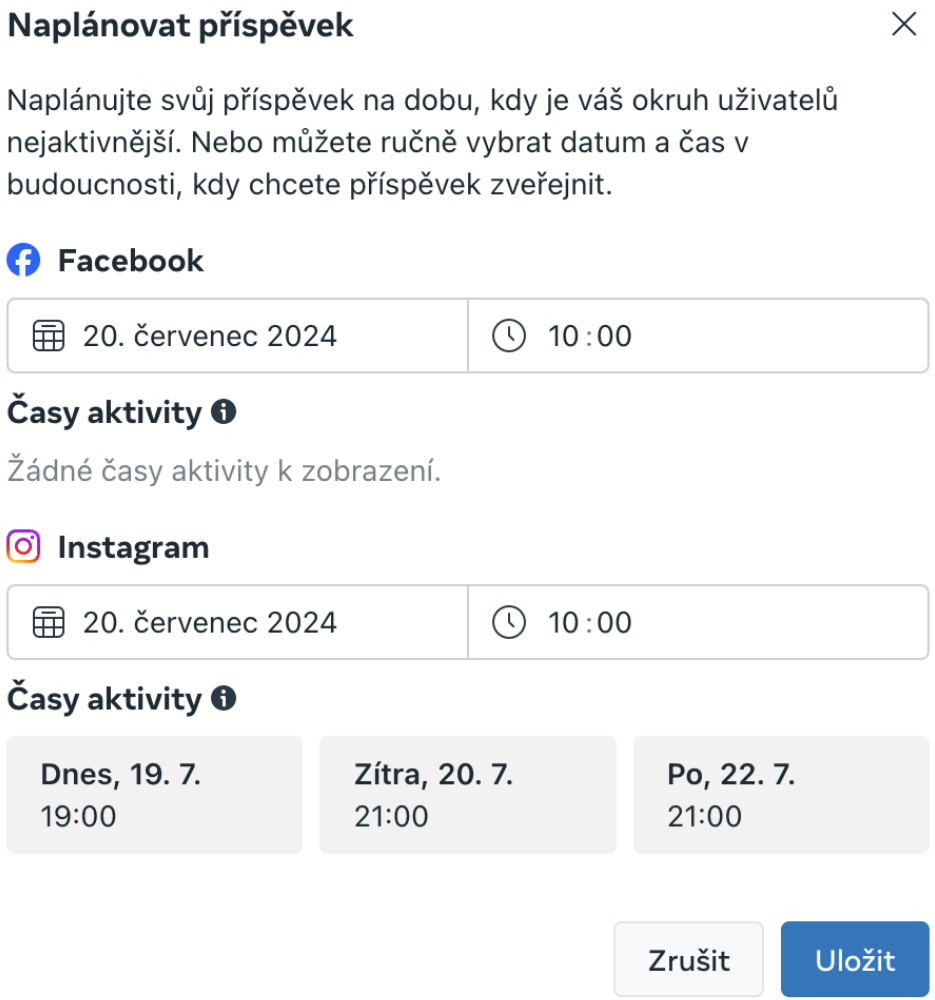


Content Creation and Management

Developing a content calendar: planning and scheduling posts



Content Creation and Management



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Content Creation and Management

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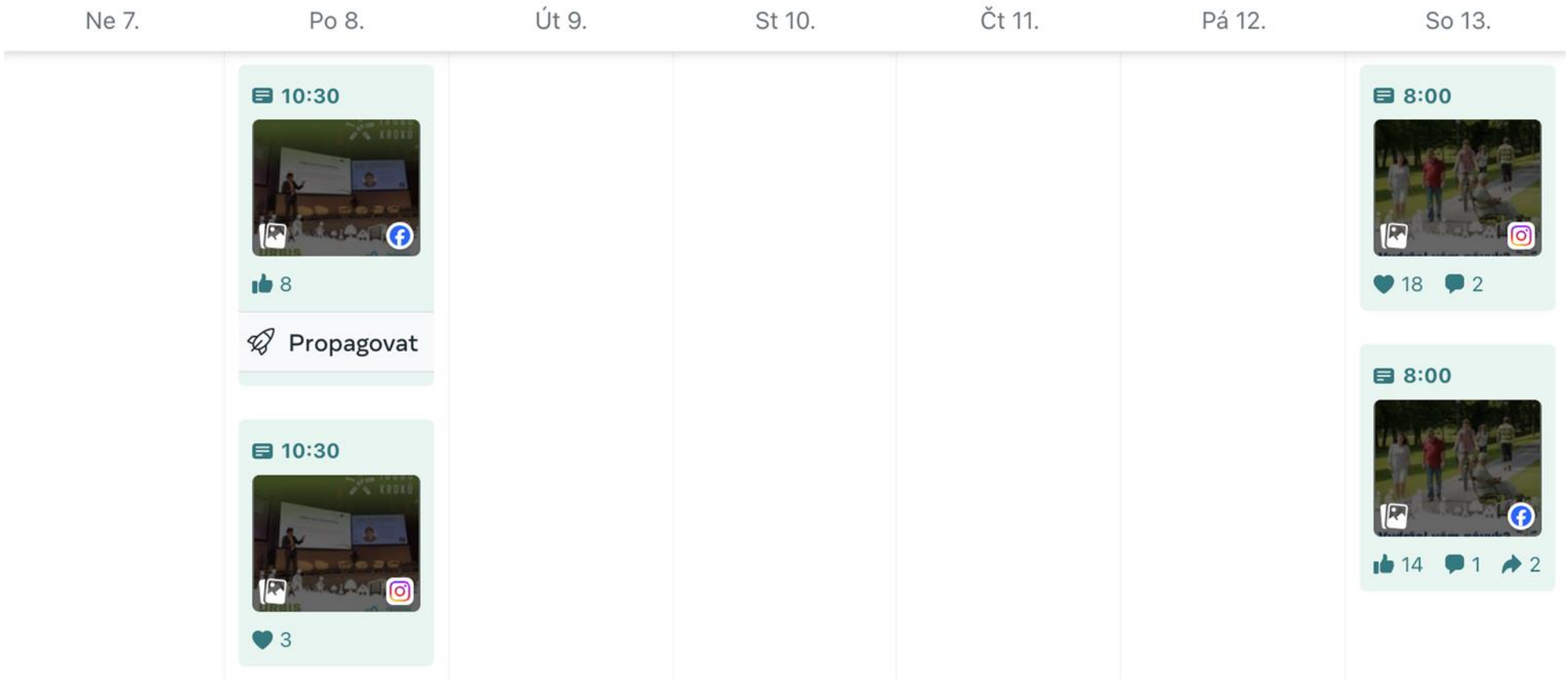

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Content Creation and Management

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Balancing informative, engaging, and promotional content

1) **Follow the 80/20 Rule**: 80% of your content should be valuable and engaging, while 20% should be promotional.
2) **Educational Content**: Share tips, how-tos, and informative articles about your industry. This builds trust with your audience.
3) **User-Generated Content:** Encourage your followers to share their experiences with your brand. This not only provides engaging content but also serves as an authentic promotion.
4) **Entertaining Content**: Post memes, behind-the-scenes videos, or fun facts to keep your audience entertained and engaged.

Best Practices for Engagement

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Responding to comments and messages effectively

- respond within 2-4 h ideally and respond to every comment = helps algorithm
- responding to messages obviously builds good relations with your audience (don't forget about messages requests)

Encouraging user-generated content and community participation

- Encourage Reviews and Testimonials
- Leverage Social Media Contests and Challenges
- Harness the Power of Hashtags
- Collaborate with Influencers and Brand Ambassadors

Best Practices for Engagement

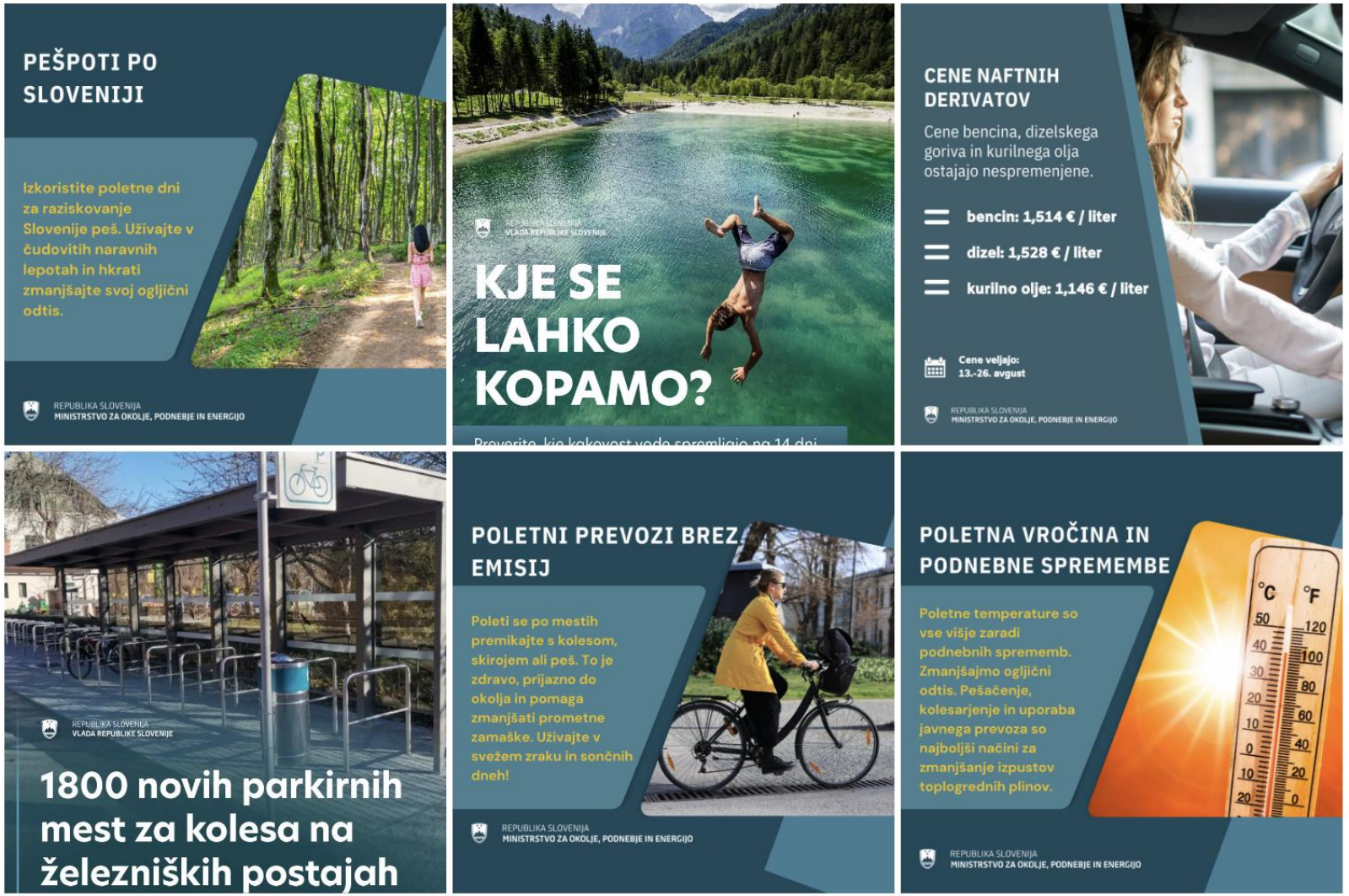
Hashtags & tags

- #A2PT (is also used in few posts as A2 Physical Therapy), #active2publictransport #interregdanube
- recommended amount of hashtags per post is 3-5
- commenting and sharing helps algorithm way more than just a like
- work with tags - tag key stakeholders and account connected to the post, make post collaboration with other profiles for bigger reach
- main language is English, but do not be scared to use your own - all social media now translate every post to the language set on your device

Practical Examples

graphic design,
Slovakia

Practical Examples



Slovenia

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Practical Examples

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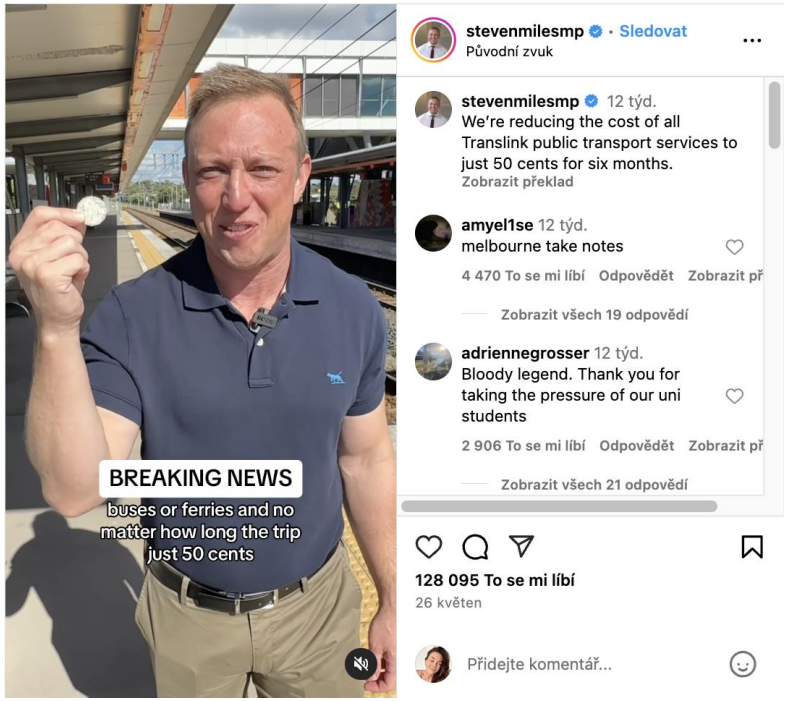
Inform about any news in your city, examples:

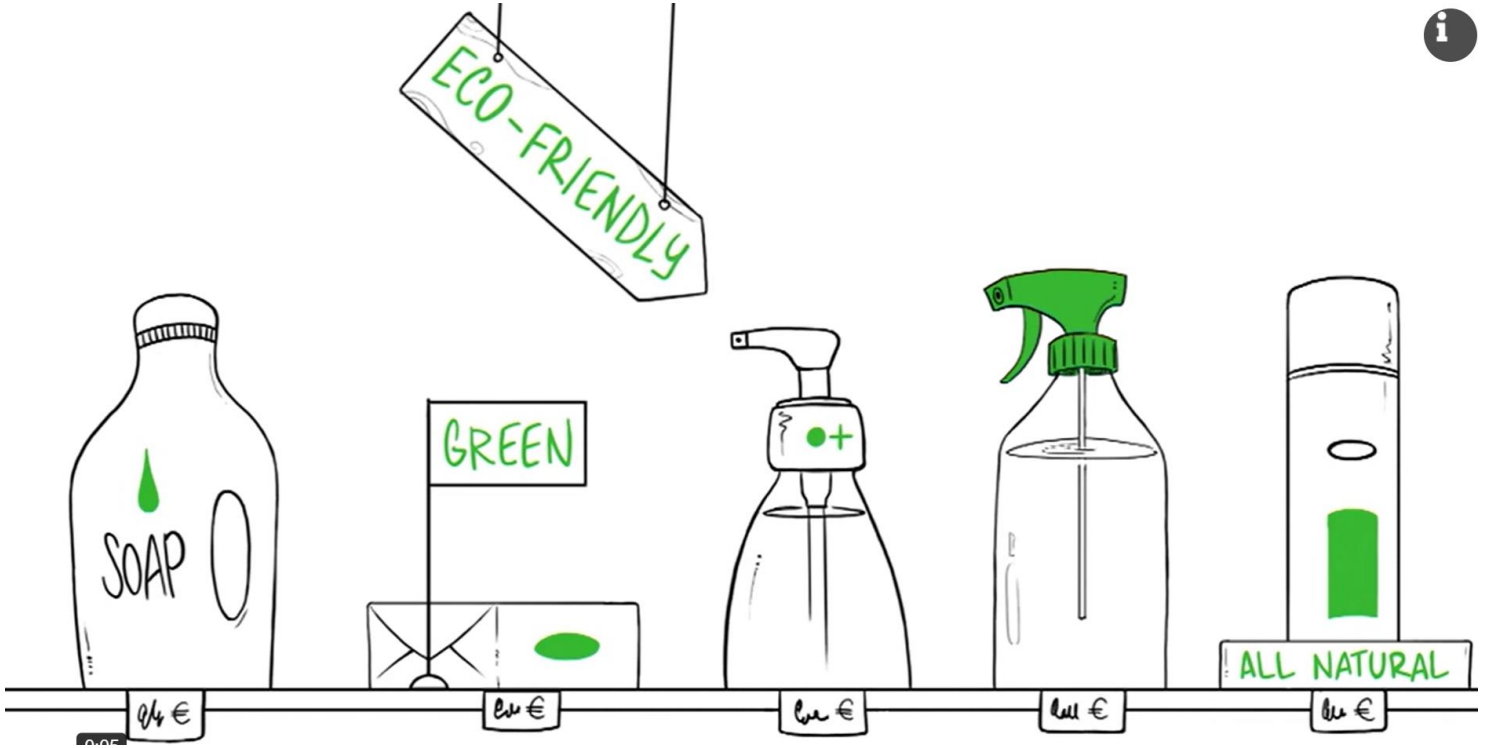
- buses, trains for free in Palma de Mallorca for residents
- 50 cents for using public transport in Queensland - video here



Questions, ideas?

Greenwashing & how to avoid it

What is Greenwashing?



What is Greenwashing?

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53% of green claims give vague, misleading or unfounded information

40% of claims have no supporting evidence

Half of all green labels offer weak or non-existent verification

There are 230 sustainability labels and 100 green energy labels in the EU, with vastly different levels of transparency

Source: https://www.bioazul.com/en/greenwashing/

Green Claim Directive (adopted by EU Parliament in March 2024)

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- **Transparency**: Companies must substantiate environmental claims (e.g., "eco-friendly," "carbon neutral") with clear, scientific evidence.
- **Standardized Verification**: Independent verification of green claims will be required to ensure accuracy and avoid vague or misleading statements.
- **Ban on Generic Claims**: Vague claims like "100% green" or "environmentally friendly" will be prohibited unless proven with solid data.
- **Product Comparisons**: Comparative claims about environmental benefits (e.g., "greener than...") must be clear, using equivalent metrics across products or services.
- **Enforcement and Penalties**: Non-compliance could lead to fines and sanctions, including penalties of up to 4% of a company's annual turnover.
- **Focus on Consumer Protection**: The directive aims to empower consumers by ensuring that they can trust sustainability labels and marketing messages.

What might be considered as Greenwashing in the transport?

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What is the EU's Response to Airline Greenwashing?

By **Charlie King**

May 05, 2024 • 4 mins

SHARE

Credit | Daniel Garrido

The EU has identified 20 airlines using greenwashing to suggest that consumers can offset carbon emissions of flights – and is working to put a stop to it

STEVENS&BOLTON

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LAWYERS EXPERTISE INTERNATIONAL INSIGHTS

17 MAY 2024

ADDRESSING GREENWASHING IN THE AIRLINE INDUSTRY: THE IMPACT OF THE "GREEN CLAIMS" DIRECTIVE

Home > Insights & events > Articles

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Send an email

On 30 April 2024, the European Commission and EU consumer authorities took action by writing to 20 airlines, expressing concerns about their potential greenwashing practices.

This move has come just one month after the European Parliament adopted its position on the proposed "Green Claims Directive" (Directive). Under this Directive, EU Member States have 24 months from its implementation to incorporate its provisions into national law. Businesses (including airlines) failing to rectify their non-compliant practices within this timeframe risk breaching the Directive and facing associated penalties.

Source: Sustainability Magazine, Stevens & Bolton LLP (stevens-bolton.com)

What is NOT Greenwashing?

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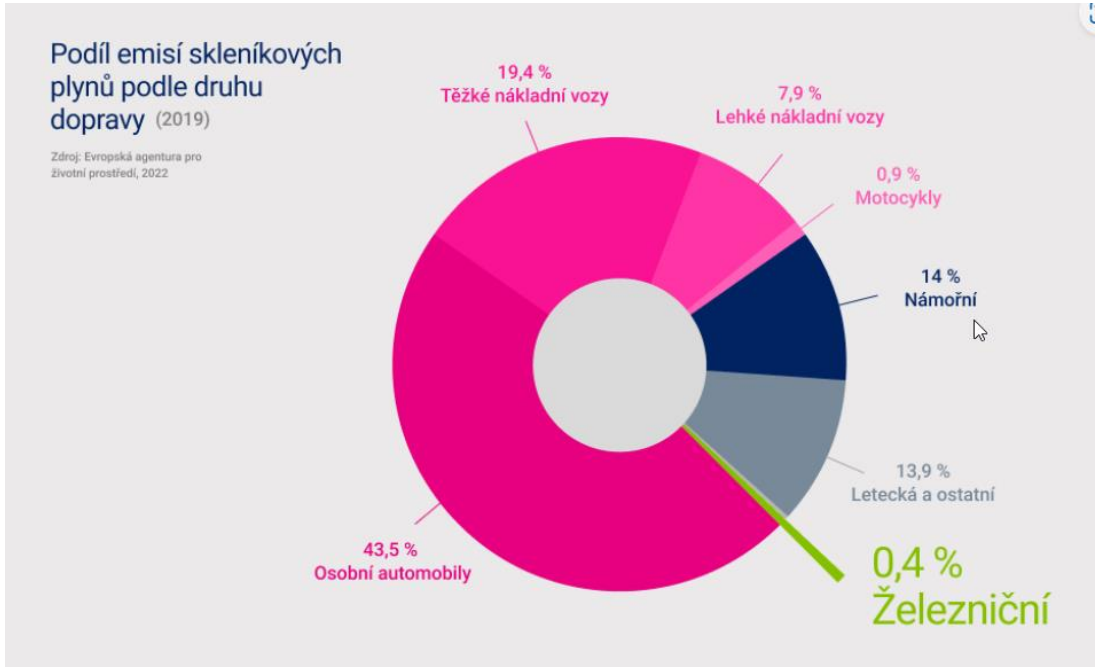
Trasa Praha – Brno	Vzdálenost	Uhlíková stopa osoba/km	Emise osoba/trasa
vlak railjet	254,2 km	**38,17 g CO_2**	**9,7 kg CO_2**
běžné osobní auto	206,8 km	159 g CO_2	32,88 kg CO_2



Car vs Train: 4x lower carbon footprint

Rail: 0,4 % of total GHG emissions

Source: [České dráhy (cd.cz)]

Questions, ideas?

Closing Remarks

Summary

- #connect
- #share
- #tag

- **Because Every Need Matters.**
- ⇨ See HERE

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