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**Social media testing of  
described activities in the  
manual “Art-based activities to  
promote local and rural cultural  
heritage”**



**CORDIALIS**

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# INTRODUCTION

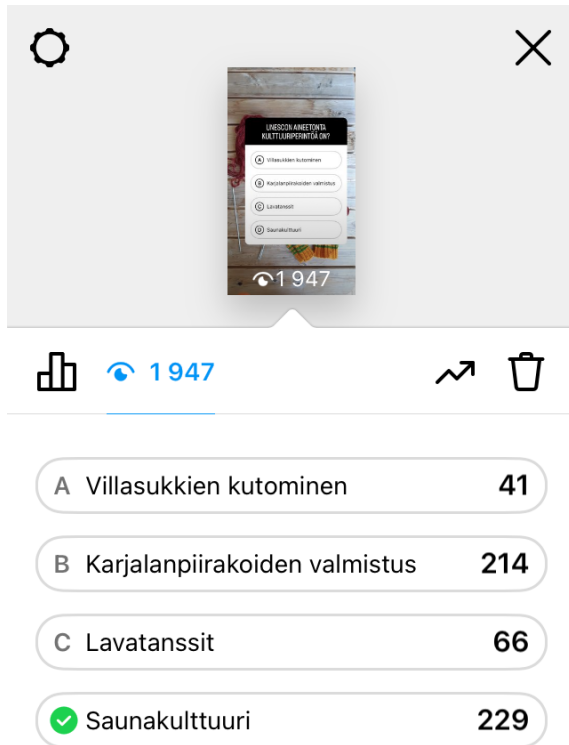
The implementation of Erasmus+ CORDIALIS project activities involved writing the manual which presented 15 different participatory social media activities with instructions on how to adapt it to artisans work in real life. Each partner country presented examples which can serve as a guide and encourage better uptake of market opportunities, increased market penetration with less individual effort, controlled seasonality, increased competitiveness, increased credibility and better craftsmen business image in the future. Also, more complex product, unique experiences can help to attract more tourists which ensures the smooth running of artisan's business.

CORDIALIS partners aimed to find out how these described examples actually work in real life. Finnish, Italian and Lithuanian partners selected one or more activities and tested them on their social media accounts in their local languages. In this document information provided about how the partners did the testing in and what observations they found. Five activities in total were tested.

The main manual "Art-based activities to promote local and rural cultural heritage" (2023) with all 15 activities is available through an online resource centre created by CORDIALIS (<https://www.cordialiserasmus.eu>).

# 1. TESTING IN FINLAND

The University of Turku (UTU) tested one activity on Instagram. The account where the test was carried out was @uniturku (18,2 thousand followers). All the questions and statements were provided in Finnish language.



The activity that UTU tested was a modified version of the activity 3.7. "Quiz for soap makers". The modified version was carried out in Finnish language and the questions focused on cultural heritage. All of the questions were realized @uniturku stories by using the quiz-function. There were six questions. The questions by number, how many people viewed them, how many people answered, and how many chose the correct answer can be seen in the table below. The translations of the questions and their answer-options are presented in the next page (p. 5)

The stories were published during the holidays at the start of January, which affected the number of people who viewed the stories. However, compared to the number of people who answered the stories the activity seems to be engaging. Overall, the number of answers varied between 454 and 561. There are no clear indications on what affected the varying number of answers, but overall, the engagement level (22,62% - 28,25%) stayed the same no matter how many viewers the story had.

The amount of people who answered correctly varied a lot between the questions, for example only 3,04% answered correctly to the 6<sup>th</sup> question. We consider this variation to be a good thing, as it indicates that the quiz added knowledge on cultural heritage and languages for those who did not answer correctly.

## @Uniturku Instagram account:

Question	Viewers	Answers in total	Correct answers	Engagement
1.	2104	476	443 (93,37%)	22,62%
2.	2045	545	508 (93,21%)	26,65%
3.	2032	561	431 (76,83%)	27,61%
4.	1972	454	242 (53,30%)	23,02%
5.	1947	550	229 (41,64%)	28,25%
6.	1913	493	15 (3,04%)	25,77%

The engagement level is quite satisfying as around one in four people engaged with the stories. However, the account has more than 18 thousand followers, hence the viewer numbers were quite low in comparison. This might be due to the posting time of the stories. The account @uniturku is an University account and during the holidays, students and faculty might not be as eager to follow it as usual. According to this observation we suggest focusing on the

timing of the stories. It is important to follow the viewer numbers on stories and see what the days are when there are most views, and aim the most important stories on those times.

The questions that were presented in the stories were in Finnish, but here are the rough translations. It should be noted that there are character limitations on Instagram quiz, which affected how the questions and the answers were formed. The correct answer is bolded.

1. What does cultural heritage mean?
  - a. Documents of the past
  - b. Things/practices inherited from previous generations**
  - c. Ways of life that have been destroyed by the community
  - d. Cultural products inherited from relatives
2. Which organization protects cultural heritage?
  - a. UNESCO**
  - b. WWF
  - c. FAO
  - d. IAEA
3. What is NOT intangible cultural heritage?
  - a. Crafts
  - b. Games
  - c. Parties
  - d. Clothes**
4. How many countries have ratified the World Heritage Convention?
  - a. 193**
  - b. 78
  - c. 204
  - d. 312
5. UNESCO's intangible cultural heritage?
  - a. Knitting woollen socks
  - b. Making of the Karelian pasty
  - c. Open-air dances (lavatanssit)
  - d. Sauna culture**
6. An intangible cultural heritage language?
  - a. Northern Sámi
  - b. Sirenik Yupik
  - c. Silbo Gomero**
  - d. Languages are not cultural heritage

## 2. TESTING IN ITALY

The Italian Association "Web per tutti" (WPT) tested the activity 3.6 "Let's play with puzzles" on its Facebook account which has more than 500 followers ([www.facebook.com/webpertutti](http://www.facebook.com/webpertutti)).

On the site [www.jigsawplanet.com](http://www.jigsawplanet.com), which allows to compose puzzles online easily, WPT have created an album entitled "Rosoni d'Abruzzo". They created the album and inserted some photos of rose windows that refer to monuments and local handicraft products and they chose "public" visibility for the album.

After that WPT wrote the post to invite people to compose the puzzles, using photos from the album. Also, this activity was advertised by sharing the post in various accounts and in WPT WhatsApp groups.

After 5 days, WPT visualized the results obtained in relation to the number of participants, the number of likes and the time taken to solve the puzzles. The data of those who participated without registering on the site were obviously not calculated. Because of this, it can be assumed that the number of participants could be much higher.

From the information acquired and from the visible data it can be deduce that the activity was much appreciated. At the same time, this activity made it possible to show new objects, decorations and the names of photographers to a wider audience.

The image displays two screenshots from the Jigsaw Planet website. The top screenshot shows a completed puzzle of a golden rose window with a heart in the center, titled "Rosoni d'Abruzzo > Presentosa". The bottom screenshot shows a puzzle in progress, titled "Rosoni d'Abruzzo > Tombolo", with a list of participants and their completion times.

Rank	Name	Time
1.	Anna953	2:18
2.	PaoloAmm	2:23
3.	Lorenzo86	2:24
4.	Carla241	2:37

Additional visible text in the bottom screenshot includes: "Webxtutti | 24", "Tu e altri 4 piace", and "Non mi piace più".

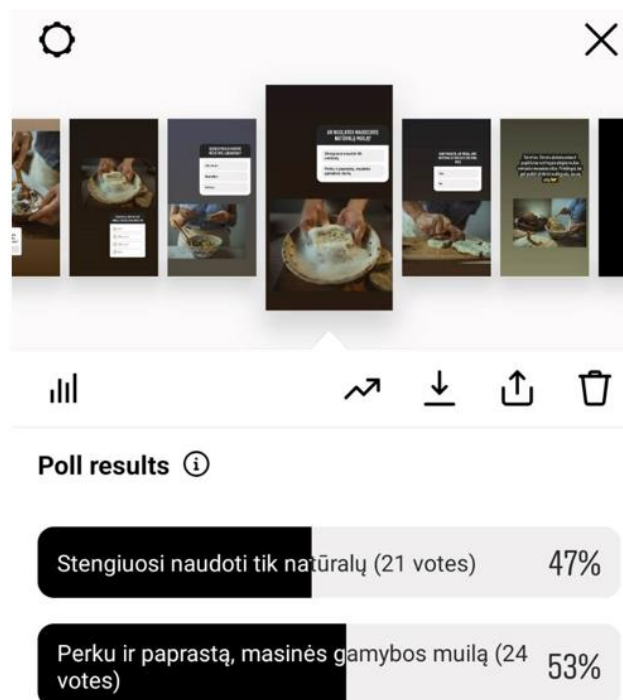
### 3. TESTING IN LITHUANIA

Lithuanian countryside tourism association (LCTA) tested 3 different activities on several social media platforms. It was used: Lithuanian countryside tourism association „Local crafts“ Instagram account (3120 followers), Lithuanian countryside tourism association Facebook group „Lithuanian craftsmen“ (7200 members), CORDIALIS Facebook account (85 followers). In the “Local crafts” account and “Lithuanian craftsmen” group all the questions and statements were provided in the local Lithuanian language, in the CORDIALIS account the information was provided in English.



First tested activity was 3.7. „Quiz for soap makers“. It was tested in “Local crafts” Instagram and CORDIALIS Facebook accounts. In the table below it can be seen what types of Stories were submitted, how many people viewed them, and how many engaged with a certain action. It can immediately be noticed that Quiz or Poll questions engage people more than Open questions.

Quiz stickers really are resourceful. Firstly, because Instagram Stories disappear after 24 hours. The fact that the quiz will only be there temporarily adds a sense of urgency to users to answer it. Secondly, people are by nature curious and want to know what the right answer is. Most people are also naturally competitive and want to know whether they can get the answer right. Moreover, it is faster to answer Quiz and Poll stickers and easier to get the right answer compared with open questions.










### Local crafts Instagram account:

Type of Storie	How many people viewed it	How many people interacted with it
Quiz	672	72
Open question	511	13
Quiz	441	41
Poll	400	54
Poll	383	45
Poll	358	50
Statement without any interaction.	351	-

As "Influencer MarketingHub" claims, when a user interacts with one of the account stories it sends a signal to Instagram's algorithm. This signal is then used to rank the stories higher in the user's story carousel. The more engagement an account gets, the higher its stories will rank. Getting followers to not just view the content, but to also interact with it, is therefore key to reaching a greater percentage of followers.

In CORDIALIS Facebook account the same questions only in English were shared. As this account doesn't have 100 followers, there is no possibility to see how many people saw the Storie. But in the Insights below we can see that Stories summon several taps on Stickers.

All content				
Recent content ↓	Įvesti	Pasie... ⓘ ↑↓	Patinkantys daly... ⓘ ↑↓	Sticker taps ⓘ ↑↓
 Šiame įrašė nėra teksto 2022 m. V 15 d. 23:18	Istorija	--	0	0
 Šiame įrašė nėra teksto 2022 m. V 15 d. 23:16	Istorija	--	0	1
 Šiame įrašė nėra teksto 2022 m. V 15 d. 23:15	Istorija	--	0	0
 Šiame įrašė nėra teksto 2022 m. V 15 d. 23:15	Istorija	--	0	1
 Šiame įrašė nėra teksto 2022 m. V 15 d. 23:09	Istorija	--	0	0
 Šiame įrašė nėra teksto 2022 m. V 15 d. 23:08	Istorija	--	0	2
 Šiame įrašė nėra teksto 2022 m. V 14 d. 04:53	Istorija	--	0	0

It is important to build a bigger community on CORDIALIS Facebook account to see the real benefit of follower's engagement. But it is a fact that adding elements like Quizzes or Polls to business Stories can help to connect with the audience in a more authentic, engaging way and can give deeper audience insights without a huge spend on market research.



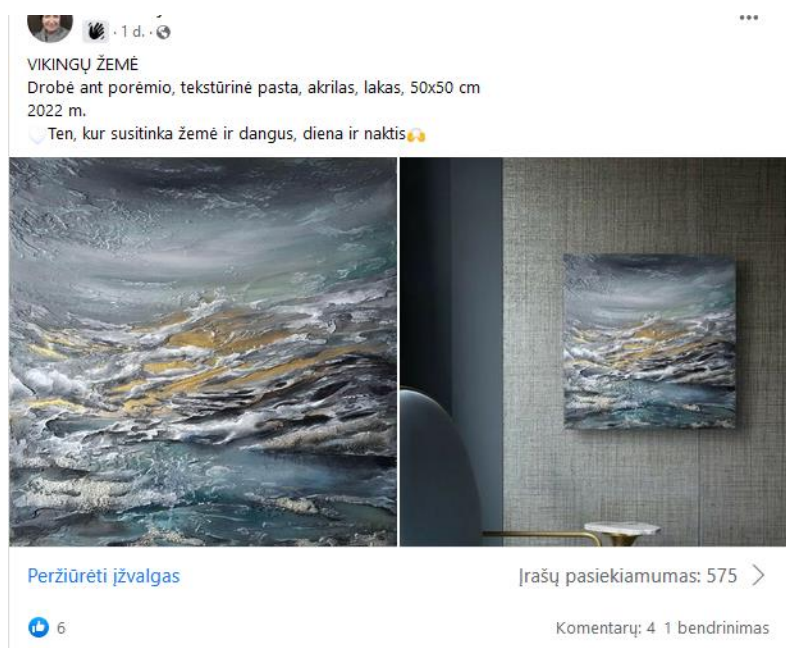
Second tested activity was 3.2. "Online communities". Firstly, LCTA talked with 3 different artisans. 1 of them already was using the group "Lithuanian craftsmen", the other two were invited to join the group as they had never used it before. One young artisan joined the group just before Christmas (December 17<sup>th</sup>). As suggested in the manual "Art-based activities to promote local and cultural heritage" (2023) she joined the group, read the rules which are applied in the community and wrote the first post about her craft (photo below). She reached 1500 people just with first post.

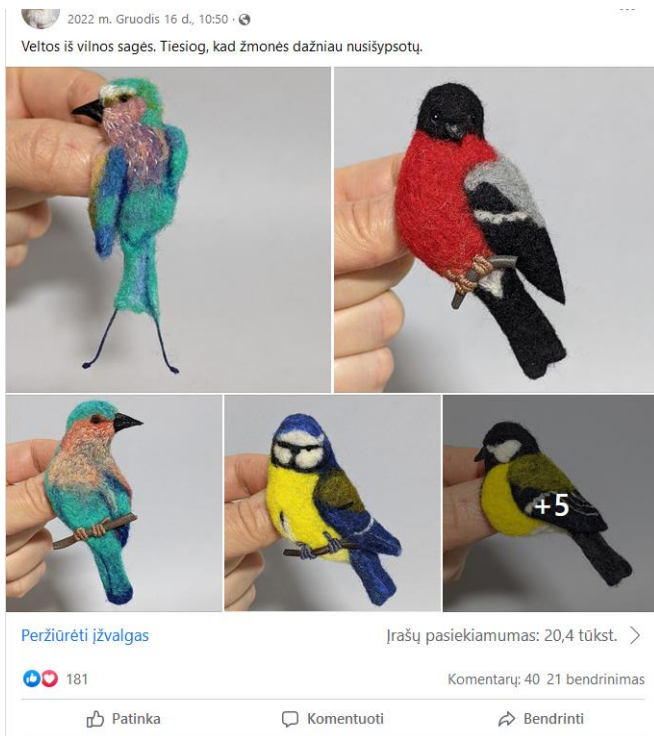


In the beginning of January 2023 LCTA made a short phone interview with her. It was asked how the artisan rates the group, if she gained any request and if she sold any of her products. She said that three people were interested in the comment section, and 5 other people wrote to her directly with several questions about price and shipping. Finally, she ended up selling four products. She said that she didn't write second post, because she didn't have any more wreaths made but she will definitely come back later with another production. All in all, reaching so many people in a few days and making several sales without paying for any additional advertising makes it clear that targeted groups are an excellent option for artisans for additional advertising.

Of course, making a decision based on one example is not appropriate. Therefore, another craftswoman was chosen, whom LCTA contacted and asked to join the group. LCTA asked the artisan to be active on other people records and to share a sample of her production in a separate post. She joined the group 2<sup>nd</sup> of January 2023; on the 3<sup>rd</sup> of January she shared her art and once again we can see quite impressive numbers: 570 people were reached, 2 direct inquiries from buyers about price and shipping in comments section and finally this painting was sold in one day. As the artisan claims, it was the easiest and quickest sale for her.

To make sure about Facebook group benefit, LCTA decided to interview an old member of the community as well. Selected women joined the group almost 1 year ago, she is active, constantly posting her production and liking and commenting on other people's photos. During the interview she said that she gets a lot of benefits and generates new requests with almost every post. She makes new sales with almost one of two or three entries.

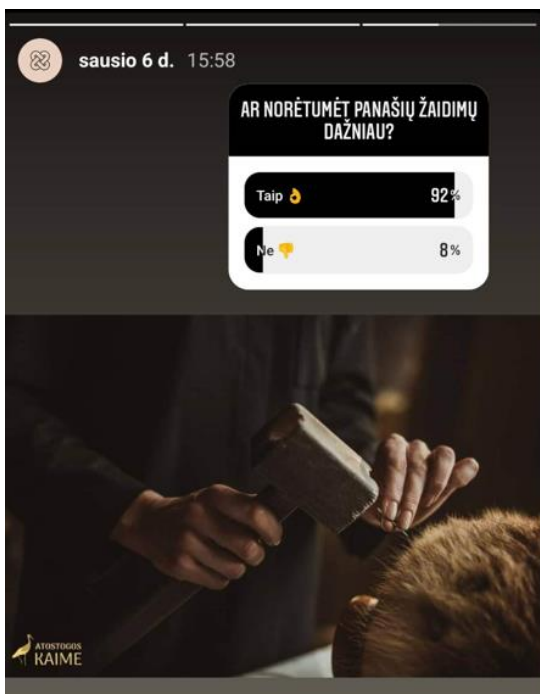




the quality of the production is good, then all artisans need to try such or similar groups and get all the possible benefits from them.

What she emphasised is that it does not cost her additional work - what she shares on her social networks, she copies the same text to the group. It takes only a few extra minutes, but the benefits are felt. LCTA took one of her latest posts from the group to show the interaction: more than 20 thousand people were reached, 20 shares, more than 180 likes and 40 comments. The numbers speak for themselves.

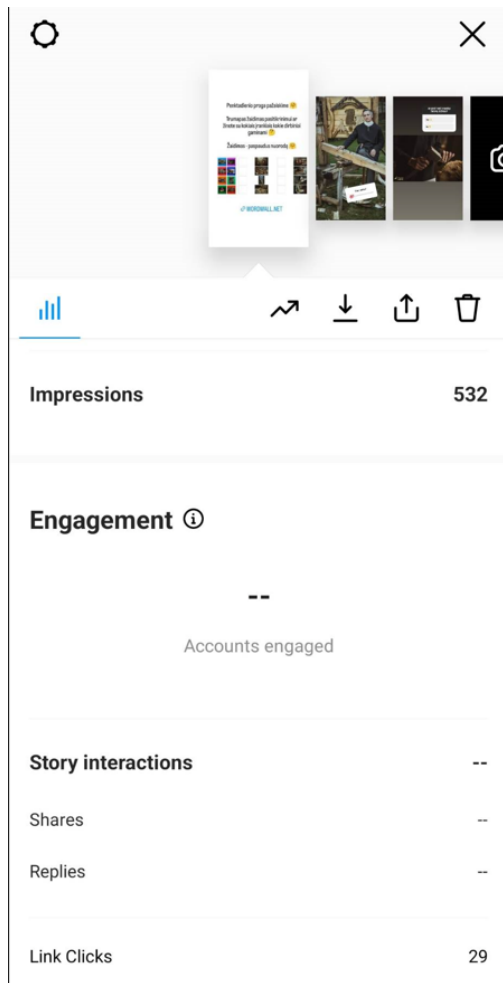
In conclusion, every day can be found that some posts in the group don't generate interactions at all. Then you pay attention to such things as how the product was presented, whether the photos were visually aesthetic and after that questions about why there was no interest no longer arise. It is clear that interest is generated only for attractively presented, good quality, unique goods. The fact remains that if the production is clearly and briefly described, visual elements are nice,



Third tested activity was 3.8 "Match the right ones". LCTA was using the free website <https://wordwall.net> to create a game. Matching questions was made up of two lists of related photos (tools for production and final product) that participants needed to pair up by deciding which item in the first list corresponds to an item in the second list. LCTA shared this game in "Local crafts" Instagram Stories, "Local crafts" Facebook account as a post and "Lithuanian craftsmen" Facebook group.

In "Local crafts" Instagram Stories there was 3 separate stories shared: first one with the link to the game, second with the question how people succeed playing the game and third one with a question if such or similar games are interesting and people would like to see more. First Story was watched 532 times and 29 people went to play the game. Also, 92 percent answered to the third Story that they would like to play similar games more.

Both posts in Facebook reached more than 5000 people, gained more than 150 likes and the game in total was played 197 times. It shows that giving the audience easy tasks, inventing short games or questions, can easily engage them and improve social media metrics.



Lietuvos kaimo turizmo asociacija bendrinio nuorodą. Administratorius · 2 d. · 🌐

Pentadienio proga norime pasidalinti žaidimu! Skirkite 2 minutes ir prasibraškyskite 🥰  
 Žaidimas labai paprastas - sujunkite tinkamus amatininko įrankius su galutiniu pagamintu produktu.  
 Komentaruose pasidalinkite kaip sekėsi 🥰

WORDWALL.NET  
**Sujunkite tinkamus**  
 Match up - Drag and drop each keyword next to its definition.

Peržiūrėti įžvalgas Įrašų pasiekiamumas: 4,6 tūkst. >

👍❤️ 161      Komentarų: 9 1 bendrinimas

👍 Patinka      💬 Komentuoti      ➦ Bendrinti

## My Activities

**Sujunkite tinkamus**  
 Match up  
 👤 Public ▶ 197

# CONCLUSION

Five activities which were tested in three countries on different social media accounts showed that easy and short games engage people. Examples from Finland, Lithuania, and Italy show that people who are invited to perform an interesting but time-consuming task willingly get involved. And this helps to improve the algorithms of social networks, to introduce the activities, products, local culture or language.

It is important to monitor people's engagement, to assess which activities are worthy of attention and could be repeated in the future, and which ones did not interest the followers. Insight tracking is also important in assessing when to publish posts and engaging activities. A brief analysis of social networks or individual posts similar to the one presented in this document should be done from time to time.

Most importantly, we really recommend that all artisans should include at least one of the fifteen provided examples in their communication or should be creative and invent new engaging activities.

## REFERENCES

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- Website to make quizzes, match ups, word games, etc. - <https://wordwall.net/>



<https://delartetdautre.com>



<https://www.atostogoskaime.lt>



<https://www.utu.fi>



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