

Interreg



Co-funded by
the European Union

Italy – Croatia



**Accessible
Communication**

Webinar, 10th June 2025

Amplify Your Project Online: Strategies and Channels That Work for Each Audience

SITE Project Training

Caterina Vidulli, Central Marketing Intelligence (CMI) - Trieste

Why Communication Channels Matter

Diversifying communication across various channels is important:

- **Different channels reach different audiences;**
- Each platform or tool has its **own accessibility features;**
- Choosing the wrong channel = **excluding** people unintentionally
- Inclusive effective communication also means **multichannel strategy**, combining online & offline and ensuring cross-format redundancy;
- Provide **multiple ways** to access the same information.



Multichannel Strategy

A strong multichannel strategy means building **links between platforms**.

Your website should guide users to your social media, newsletters should lead to videos, and social posts should refer to downloadable resources, full articles, physical events and so on.

This **cross-referencing** improves user experience, increases **engagement**, and ensures your message reaches diverse audiences in accessible formats.





Communication Channels Differences

Channel	Purpose	Key Content Types	Target Group(s)
Website	Central information hub, people searching for information	Articles, docs, news, updates	General public; Authorities
Social media	Awareness, Engagement	Engagement content, small pills	General public, specific stakeholders, students
Newsletter	Updates to specific audience	Text, links, brief news	Subscribers; Partners
Printed media	Local/National reach	Text, images, event news	General Public
TV / Radio	Mass reach	Storytelling	General Public
Events	Direct engagement	Presentations, materials	Specific stakeholders, students, NGOs
YouTube	Education, nurturing	Webinars, education content	All audiences



Communication Channels Differences

Channel	Groups Most Facilitated	Groups Needing Support
Website	Visually impaired (if screen reader-friendly); Deaf people (if content is accessible)	Elderly people (if unfamiliar with digital tools); People with cognitive disabilities
Social media	Young people; People with mild cognitive disabilities (familiar platforms)	Visually impaired (if images lack alt text); Elderly people (not active on social media)
Newsletter	Elderly people (if text is clear and readable)	Visually impaired (need accessible format); People with cognitive disabilities (complex layout)
Printed media	Elderly people; Non-digital users	Visually impaired (non-braille formats); People with reading disabilities
TV / Radio	Visually impaired (radio); People with low literacy (audio helps understanding)	Deaf people (radio is not accessible); People with hearing impairment (TV without subtitles)
Events	Students and stakeholders familiar with topic; Cognitively impaired (if well guided)	People with mobility impairments; Deaf people (need interpreters); Blind (need orientation)
YouTube/video platforms	Deaf/hard-of-hearing (if subtitles available); Cognitively impaired (clear visuals)	Visually impaired (video content not always accessible); Elderly people (if unfamiliar with platforms)



Website: the Core Hub of the Project

Strategic goals:

- **One-stop source of information** for all audiences;
- **Reference point** for social, press, institutional updates;
- Support for **accessibility** and transparency.

Operational tips:

- Use a clear information architecture: homepage, about, news/events, contact;
- Integrate **multilingual content if possible**;
- Maintain **updated** as much as possible;
- Categorize your content and write them also with a **SEO logic**.



Strategic use of the Website

1 Create interesting content

Use the website to share insights, give value to the reader and **update the news&event** section as much as possible to keep your audience involved in your project.

3 Facilitate Easy Navigation

Structure content with **clear links** to the pages, categorize all your content and ensure that external links open in new tabs only when necessary. Make downloads accessible and use alternative text and facilitate screen reader.

1

2

2 Design for Visual and Structural Accessibility

Ensure **strong color contrast** and minimum font size, publish key outputs in multiple formats. Make **visuals accessible**: alt text, captions, and consistent image sizes.

3

4

4 Promote Engagement with social media

Use Social Media to bring traffic to your website thanks to links on specific content on your website. In the apposite section link your social to the icons in the top right corner.




Social media channels: a way to easily raise awareness of the project



More easier organic growth


Social platforms allow for fast and low-cost visibility. With engaging and regular content, EU projects can grow their audience.

 Tip: Use event-based posting and hashtags



Best to reach general public


bridges the gap between institutions and citizens. It's ideal for explaining project goals, sharing milestones, and involving the community.

 Tip: Choose the right tone per platform.



Various content & communication

From stories and videos to infographics and polls, social media supports multiple formats. This enables inclusiveness adapted to different needs and preferences.

 Tip: Be direct, fast rhythm in your content



Different Social, Different Target

Each social media platform attracts distinct user demographics and behaviors. Understanding these nuances is crucial for effective communication in EU projects.

Platform Demographics & Usage

- **Facebook:** Continues to be widely used across various age groups, especially popular among users aged 25 and above.
- **Instagram:** Favored by younger audiences, particularly those aged 18–34, for visual content and stories.
- **LinkedIn:** Predominantly used by professionals aged 25–54, ideal for B2B communication and professional networking.
- **X (ex Twitter):** Attracts users interested in real-time news and discussions, with a significant portion aged 18–49.
- **TikTok:** Highly popular among Gen Z, with users aged 18–24 accounting for approximately 45% of its global ad reach.

Selecting the appropriate social media platforms based on audience demographics enhances the reach and impact of your communication efforts in EU projects.

Different Social, Different Target

The choice of the most suitable social channels is also very important to reach more specific targets, according to their needs and requirements. The use of the various social channels for each specific target group of the SITE project:



Families love using Instagram and YouTube for travel inspiration and planning.

These platforms are full of photos and video guides. Instagram hashtags such as #TravelWithKids help families discover destinations and new experiences to do with their children, while YouTube offers vlogs and guides designed for families.



The elderly gather travel information, tips, and tricks from a mix of both online and offline sources.

Many prefer the advice of relatives and friends, but the Internet is also widely used, especially for general information searches and price comparisons. A good percentage rely on social platforms like Facebook to find out more about their chosen destinations and to get travel tips.

 **Different Social, Different Target**



People with disabilities gather information from both online and offline resources, but there is an increasing preference for online sources.

Facebook groups are by far the most popular source for people with disabilities for planning and community support. YouTube and Instagram for advice and inspiration, and travel blogs and forums for in-depth guides and reviews.








Facebook also remains a key point of reference to inform oneself about one's chosen touristic destinations.

In fact, on this social networking site there are many numerous groups designated specifically for families, seniors and people with disabilities, where people can discuss their holidays and advice on how best to get around.




Different Social, Different Target

Special Group	Best Social Channels	Why?
 Elderly people	Facebook	High usage among 55+ adults; slower content pace; text and visual clarity support comprehension.
 People with disabilities	Facebook, YouTube	Supports accessible content (alt text, subtitles); suitable for explainer videos and updates.
 Families with young children	Instagram, Facebook	Emotion-driven visuals and informative content; ideal for promoting inclusive destinations.
 Tourists in general	Instagram, YouTube	Strong visual appeal and inspiration-driven content; geotagging and story formats work well.
 Higher education & young professionals	LinkedIn, X (Twitter), Instagram	Professional updates (LinkedIn), trending discussions (X), and aesthetic content (Instagram).
 Public authorities / tourism operators	LinkedIn, Facebook	Formal and detailed content, ideal for reports, institutional news, and stakeholder updates.



Facebook

 **Purpose:** Reach a broad, local or general public.

 **Key Statistics:**

- 3 billion monthly active users globally.
- Video posts constitute 19.1% of total daily posts.

 **Best Practices:**

- Use plain language, subtitles for video posts.
- Add links to project documents or longer updates.
- Post regularly (1-2 times/week) with visuals.



Facebook

Accessibility:

- Alt text for images.
- Don't use image-only posts for important updates

Content Advice:

- Sharing event summaries with photos or videos (e.g. local visits, trainings...)
- Publishing human-centered and stories (testimonies from beneficiaries, volunteers)
- Linking to long-form content (articles, reports, publications on website)
- Promoting calls to action for surveys, public consultations, or participation in events.



Instagram

 **Purpose:** Visual Storytelling for Younger Audiences

 **Key Statistics:**

- 2 billion monthly active users.
- Users spend an average of 31 minutes daily on the platform.
- Reels are reshared over 4.5 billion times per day

 **Best Practices:**

- Leverage Reels and Stories to showcase project milestones and behind-the-scenes content.
- Carousel posts to provide step-by-step guides
- Unconnected Reach: share to become viral
- One to one contact via DM to specific stakeholders.



Instagram

Accessibility:


- Alt text for images.
- Include captions for videos and Stories

Content Advice:

- Highlight key project moments with visually engaging photos or Reels.
- Share personal stories from stakeholders or beneficiaries through video interviews.
- Present "before and after" transformations of public spaces or communication tools.
- Promote quick facts or results with graphics and visual storytelling formats
- Maintain a consistent aesthetic that reflects the project brand



LinkedIn

 **Purpose:** Connect with professionals, stakeholders, and institutions involved in European projects.

 **Key Statistics:**

- 1.15 billion monthly active users.
- Long-form posts tend to have higher engagement rates.

 **Best Practices:**

- Share detailed project reports, research findings, and policy updates.
- Engage with professional groups and participate in relevant discussions.
- Highlight partnerships and collaborative efforts.



LinkedIn

Accessibility:

- Use descriptive titles and headings in posts.
- Ensure shared documents are accessible.


Content Advice:

- Share milestones and outputs (e.g., publication of research, completion of a pilot).
- Promote institutional collaborations and tag partner organisations or public institutions;
- Publish insights from events (conferences, trainings, workshops)
- Repost or comment on relevant EU policy developments or sector-specific news.
- Post reflections or thought pieces from project leaders, especially in the form of long-form articles.





Twitter

 **Purpose:** Disseminate quick updates, engage in public discourse, and connect with a broader audience.

 **Key Statistics:**

- 611 million monthly active users.
- Users spend approximately 4 hours and 57 minutes per month on the platform

 **Best Practices:**

- Use threads to provide comprehensive updates on project developments.
- Engage with relevant hashtags.
- Useful to live event updates.



Twitter

Accessibility:

- Add image descriptions to all visual content.
- Avoid using text within images to convey essential information.


Content Advice:

- Announce project news and key dates (e.g. launch of a pilot, call for participants, publication of results)
- Provide live updates during events, tagging speakers, organisations, and event hashtags.
- Share short insights or data from your research or fieldwork, ideally linked to visuals
- Join or start public conversations on accessible tourism, sustainability, and inclusion by engaging with sector-specific hashtags.





YouTube

 **Purpose:** Hosting explainer videos, coverage of events, interviews, tutorials, and promotional material all available on demand.

 **Key Statistics:**

- Over 2.5 billion monthly active users.
- Second most visited website in the world after Google → 96% of users have watched an “explainer” video to learn more about a product or concept

 **Best Practices:**

- Organize content into thematic playlists.
- Keep videos under 5 minutes for general communication; use chapters for longer content
- Add a cover image and clear, SEO-friendly title





YouTube

Accessibility:

- Subtitle in more languages

Content Advice:

- Host explainer videos on project goals, methodology, or Universal Design principles.
- Document project activities and field visits (e.g. short documentaries or recap clips).
- Share stakeholder interviews and beneficiary testimonials to humanize the project impact.
- Publish video guides or tutorials explaining how to use project tools, navigate accessible spaces, or adopt best practices.
- Capture event highlights or full recordings (e.g. webinars, conferences) for later access.





Digital & offline PR, Media

Strategic goals:

- **Inclusion:** Reach all groups, including people with visual, hearing, or cognitive disabilities.
- **Credibility:** share official, trusted messages via official channels.
- **Local Reach:** Target specific areas and non-digital users.

Operational tips:

- **Use plain language:** short, simple sentences; no jargon.
- **Visual aids:** Add images with captions; avoid dense graphics.
- **Smart distribution:** Send to community centers, elderly homes, disability orgs.
- **Make it newsworthy:** Highlight impact, add quotes or human stories.



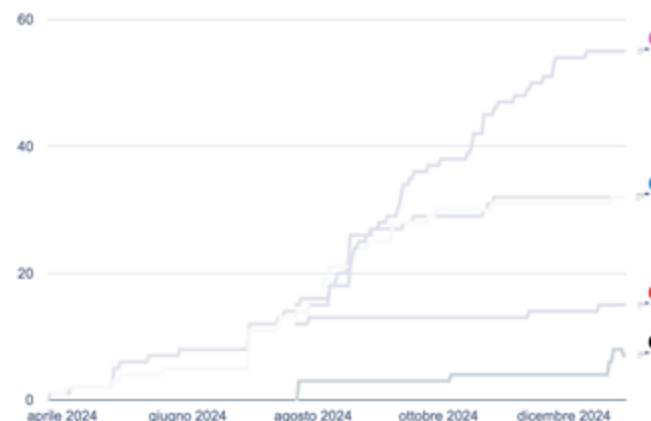


And last... measure and Optimize!

It's not enough to count how many posts were published or how many followers we have — what truly matters is **the impact those posts had**.

To optimize your strategy, monitor key indicators such as:

- **Reach (not only Impressions!):** How many unique users actually saw the content.
- **Engagement:** Likes, shares, comments, and clicks — signals of real interest.
- **Clicks & Traffic generated:** Visits to your website or landing page coming from partner channels.
- **Conversions:** PDF Downloads, registrations to webinar, questionnaire completion or other defined actions taken after exposure.



Name	Follower	Page Performance Index	Number of posts	Impressions/views of posts	Summed up reach of posts	Reactions, Comments & Shares
SITE Project - Interreg ITA CRO 2021-27 (@site_project_interreg)	55	88%	30	2.0k	1.3k	221
SITE Project - Interreg ITA CRO 2021-27 (@siteproject-interreg)	32	58%	30	2.9k	1.7k	99
SITE Project - Interreg ITA CRO 2021-27 (@siteproject-interreg)	32	71%	32	0	1.3k	91
SITE Project - Interreg ITA CRO 21-27 (@siteproject-interreg)	15	🕒	1	37	🕒	3
SITE Project - Interreg ITA CRO 2021-27 (@SITE_interreg)	7	1%	4	307	🕒	6



The real power of communication doesn't lie in the tools, but in the ability to reach every person.

Choosing accessible channels means building bridges, not barriers.



Articles, reports and studies to know more

- **How to Communicate Accessibly to People with Disabilities on Social Media** (Italian) <https://www.accessiway.com>
- **Using Social Media with Visual Impairment or Blindness** (English) <https://www.afb.org/>
- **Social Media Use and Well-Being in People with Physical Disabilities: Influence of SNS and Online Community Uses on Social Support, Depression, and Psychological Disposition** (English) <https://pubmed.ncbi.nlm.nih.gov>
- **Accessibility for Deaf and Hard of Hearing: Key Guidelines** (English) <https://accessiblyapp.com/>
- **A Systematic Literature Review of Social Media Usage among People with Intellectual Disability** (English) <https://cultureandvalues.org/>
- **Technology and Social Media Use by Adult Patients with Intellectual and/or Developmental Disabilities** (English) <https://pubmed.ncbi.nlm.nih.gov/31582357/>
- **The Use of Social Media and People with Intellectual Disability: A Systematic Review and Thematic Analysis** (English) <https://e-space.mmu.ac.uk/607152/1/Pre%20print.pdf>
- **Overcoming Barriers to Inclusion: Digital Literacy for Adults with Intellectual Disabilities in the Experience of the AIM (Accessible Information Material) Project** (Italian) <https://oaj.fupress.net/>
- **Social Network Sites as Tools of Social Inclusion for People with Disability** (Italian) <https://ijet.itd.cnr.it>

Interreg



Co-funded by
the European Union

Italy – Croatia

**Accessible
Communication**

Webinar, 10th June 2025



THANKS!

Caterina Vidulli

Central Marketing Intelligence

A brand of Arcadya Srl

 Headquarter: Piazza Libertà 6, 34135 - Trieste, Italia

 + 39 040 977 8442

 info@cmi.digital
caterina@cmi.digital