Monitoring EuroWeb Communication and Dissemination:

An appraisal of the 1st Grant Period and Strategic Planning for the Future

November 2021

1. Communication channels implemented during the 1st Grant Period and their performance

During the first Grant Period, a significant effort was made to establish a series of communication channels both to enable a fluid internal communication and to establish open platforms to share and disseminate the work being carried out in the framework of EuroWeb and, more widely, to give visibility to textile research, textile heritage and textile crafts.

The first communication to be established was the [EuroWeb Twitter profile](#), managed since its inception by Nathalie Rudolph, which has been an important tool in the Action's communication. This was the first platform where members were given the chance to present themselves through short, dedicated threads, but has also fostered ties with other scientific and textile-related institutions which use this platform for science communication and dissemination.

Since its inception in April 2020, the EuroWeb Twitter account has sent out 1247 tweets (including retweets of textile-related and member generated content. It currently has 255 followers, including some important institutional accounts from research groups and institutions related to fashion and textile history and crafts.

An [Instagram account](#) was also created early on for EuroWeb, although it was not operationalized until much later, and has remained comparatively underexplored due to a significant difficulty in getting good and appealing content to share on this fundamentally visual platform.

Nonetheless, 48 posts have been made since February 2021, and the account currently has 748 followers, showing a relatively rapid growth which can become even more significant if we improve the regularity of posts and share more content through this platform.

More recently, [a Facebook page](#) has been created for the Action, which has been functioning quite well as a means of dissemination and communication. Since its creation in January 2021, 151 posts have been published on the page, which currently has 354 likes and has reached a total of 18762 people in total.

Another platform which has been created recently is [the EuroWeb YouTube Channel](#), which, despite having proved quite an effective way of dissemination, and especially a very useful tool to amplify the reach of the Action's activities, has not yet lived to its full potential, especially due to the limitations which the pandemic brought regarding the possible production of *in situ* content recording and production.

Despite that, the YouTube channel already features a library of 66 videos (52 public), including "Meet the Team" videos and recordings from EuroWeb events. Further content is currently in production and will be uploaded soon. The

channel currently has 129 subscribers and has had c. 3400 views since its creation, which is a considerable, but obviously improvable, figure.

Finally, the last communication platform to have been launched is [the EuroWeb website](), which will from now one constitute the cornerstone of the whole communication strategy and the primary platform to share information regarding the Action, its activities, and outputs. The website was only launched very recently, on the 29th of October, and as of yet no figures on visitors are available, but it is worth noting that the site has been climbing steadily on the Google search results for EuroWeb, and hopefully will soon reach a high degree of external, as well as internal, visibility.

It is worth noting that the introduction of EuroWeb's website will allow substantial changes to the way the Action communicates, by concentrating all essential information in one place and creating the space for more directed uses of EuroWeb's Social Media for particular purposes, namely for external communication, for building awareness about textiles and textile heritage, and for reaching out to stakeholders beyond the network itself.

Future plans for the overall communication and dissemination strategy also need to take into account members' views and opinions, so a survey has been conducted to gauge how they perceive the current communication platforms and what they would like to see in each of them moving forward. The results of this survey are presented in detail in the following pages.

2. The "Monitoring EuroWeb's Communication and Dissemination Strategy" Survey: preliminary results and perspectives

In order to go beyond the quantitative approach to the performance of EuroWeb's communication channels, [a survey was conducted](#) which aimed to understand members' perceptions of the existing communication channels (excluding the website, which was launched while the survey was already underway.

At the same time, the questionnaire which was circulated was also taken as an opportunity to give members an active saying on the communication strategy moving forward, as part of a broader attempt to make it more bottom up and representative.

For this same reason, the survey also included specific questions regarding the representativeness of past communication initiatives and open questions regarding how to improve that representativeness, the answers to which will contribute to inform ongoing Action-wide initiatives which aim to ensure EuroWeb's compliance with COST's Excellence and Inclusiveness Policy.

However, and despite the efforts made to reach as wide an audience as possible within the Action with this survey, the universe of respondents was surprisingly small, with a total of just 45 answers. While I do understand that this was a (somewhat) time consuming survey, it is perhaps worth pointing out that this fact, coupled with a general difficulty in generating content for some of EuroWeb's communication channels, may be signalling a worrying trend in which communication and dissemination – which are critical in achieving some of the Action's goals, such as creating awareness for Textile Heritage and engaging stake-holders outside the academic textile field – are being considered very secondary, or even frivolous at time.

The team working on the Action communication has taken good note of this possible trend, and in the future will work not only to generate content and communicate what happens within and around the Action, but also to raise awareness among members of the importance of effectively communicating their research within and beyond our network.

On the other hand, another consideration which limits the scope of the results achieve has to do with the origin of the respondents, as the results are very unbalanced and not necessarily representative of the countries participating in the Action. In fact, one third of the replies (15, or 33,3%) come from a single country (Portugal[1]), while only a small number of countries provided more than

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[1] The only explanation for this fact which immediately comes to mind is the National MC Delegates Initiative of disseminating the survey directly to all national members with a request for feedback.

one reply (Poland, with five replies, or 11,1% of the total, Germany, with 4 – 8,9%, Romania, with 3 – 6,7%, Austria and Hungary, with 2 each – 4,4%).

The following participating countries are represented by a single reply (2,2%):

Denmark, Estonia, Finland, France, Greece, Iceland, Italy, Latvia, Lithuania, Malta, North Macedonia, Norway, Slovakia, and Sweden.

The following participating countries have not provided any replies:

Albania, Bosnia and Herzegovina, Czech Republic, Ireland, Israel, Netherlands, Serbia, Spain, Switzerland, Turkey, and the United Kingdom.

This unbalance must be taken into account when evaluating the results presented in this report.

Apart from this, the sample of respondents can be seen as generically representative of the fabric of EuroWeb's team, as, at the very least, they do not differ substantially from what is seen in the significantly more robust data from our Gender and Inclusiveness Survey.

Nearly 80% of the respondents identify as women, as was to be expected given the known gender distribution of the team, and 20% as men. The largest segment is in the 35–44 age group (57,8%), which makes for a younger sample than in the case of the Gender and Inclusiveness survey, which could indicate that some discrepancies regarding the significance and importance of communication may be generational. Nonetheless, the 45–54 and 55–64 age groups are also well represented, with 22,2% and 8,9% respectively, while the 65–74 age group is represented by a single respondent (2,2%). The 25–34 age group is represented by four respondents, or 8,9% of the total, which could indicate a need to further involve younger members in the Action's activities, and especially communication activities.

With this sample composition in mind, we can now delve into the results of the survey properly speaking. The first segment of the survey aimed to gauge members' satisfaction with the overall communication strategy and activities of the Action.

A vast majority of respondents indicated they are very satisfied (40%) or satisfied (37,8%) with EuroWeb's communication, against 17,8% who are only moderately satisfied and 4,4% who are, unfortunately, unsatisfied. No respondents have indicated they are very unsatisfied.

This maps very closely with the reply to the following question, on whether members feel they get the information they need to participate in the Action. 55,6% replied that they do, 33,3% that they do for the most part, and again 11,1% unfortunately report that they only get this information occasionally.

Question three allows us to break down which parcels of information are circulating better and which need perhaps to be improved. Overall, events seem

to be the aspect about which members feel better informed, with an average evaluation of 4,3 (24 respondents consider the accessibility of information about these very good, and 14 consider it good, against five who consider it average and two who consider it poor).

On average, the evaluation of the accessibility to information on management is also good, rating at 4 (Very Good – 16; Good – 18; Average – 7; Poor – 3; Very Poor – 1), followed by information on networking tools, with an average of 3,9 (Very Good – 15; Good – 17; Average – 8; Poor – 5).

Members gave the least positive evaluations to the accessibility on information on EuroWeb's team and networking opportunities, with an average of 3,8 (Very Good – 16; Good – 13; Average – 11; Poor – 5), and on deliverables, also with an average of 3,8 (Very Good – 13; Good – 17; Average – 9; Poor – 6). These are clearly aspects which need to be improved.

It should however be pointed out that the launch of the EuroWeb website will change this panorama very significantly and improve the lowest scores reflected in this survey. In fact, in question 4 it is shown clearly that a majority of members (66,7%) seek their information on the available communication channels, which, in the absence of a website collating all information and events, may have hindered their access to the information, dispersed in various platforms.

However, the answers to this question also show the crucial role of direct communication, especially with the Working Group leaders, which 44,4% of respondents selected as a source of information. Somewhat surprisingly, national MC members are not cited as a privileged source of information, being selected by just 20% of respondents, on par with direct contact with the Chair and/or the Vice-Chair, and just ahead of consultation of other EuroWeb colleagues (15,6%) and the Science Communication Coordinator (13,3%). Other replies were residual.

In light of the weight of the preponderance of members who mention communication channels as their primary source of information, it is important to break down their usage of said channels, as reflected in the answers to the second block of questions in the survey.

In general terms, respondents indicated they are most aware of EuroWeb's Facebook page and YouTube channel (80% which), followed by Slack (73,3%), Twitter (57,8%) and Instagram (42,2%), while a small number mentioned email and the website. However, the most followed platforms seem to be Slack (64,4%), Facebook (53,3%) and YouTube (51,1%), while Instagram (22,2%) and Twitter (15,6%) fall somewhat behind. It is worth pointing out the 6,6% of respondents who do not follow *any* of the Action's platforms. One case in particular stands out, of a respondent who had previously indicated they feel poorly informed on the Action's activities but made it a point to indicate here that they do not follow any communication channels because it is too consuming,

which is to an extent indicative that the lack of information may in some cases arise from personal circumstances.

When considering the frequency of use of the different channels, email clearly stands out as the more readily and widely used communication medium, followed by Slack, YouTube, and Facebook; Twitter and, especially, Instagram, stand out as the least frequently used channels. Regarding their usefulness, the best rated channel is, by far, email too, followed in this case by YouTube, Facebook and, to a lesser extent, Slack. Again, Twitter and especially Instagram rate somewhat lower. Surprisingly, email also rates as the most appealing communication channel, followed in this case by Facebook, Slack, Instagram and Twitter (albeit with a reduced sample, as a majority of respondents did not rate these two channels), with YouTube receiving the lowest scores.

Respondents were also asked whether they have shared content about themselves and their work through the Action's channels, and it is significant that 82,2% replied they have. From the point of view of the team managing these channels, these percentage does not seem realistic, and may be indicating that the respondents to this survey form a very specific sub-group within the Action team whose engagement with the Action's activities and communication are above average, and that many more members who have not been engaged and represented are not underrepresented in this sample.

Of the respondents who say they have not shared content, at least one says this is due to a distaste for digital communication, one is a recent member, while two others end up mentioning that at least some aspects of their work have in fact been showcased in the communication channels. However, one answer which merits reflection is from a respondent who says they do not know how they could share their content, which is something that can perhaps be addressed in the future.

This being said, when asked whether they intend to share their work through the Action's channels in the future, an overwhelming 93,3% of respondents said they do, and only one respondent was unsure, but unfortunately gave no reason for their uncertainty.

The following questions looked into more detail into the usage of each specific communication channel, and the replies highlight some interesting points which are worth considering in future communication endeavors.

The first platform considered was Slack. Here we find a majority of respondents which visit the Slack channel at least once a week (26,7%), but also a significant portion of members who are not on Slack (20%). Very frequent and frequent users are in the clear minority (6,6% in total), while more sporadic users add up to some 22,3% of the sample, to which must be added 11,1% of very infrequent users.

Respondents' evaluation of Slack can be considered average to good, but not excellent. The best rated aspects are the possibility for feedback (average score of 3,9), the regularity of content updates (3,8), and the organization (3,7), while functionality and accessibility, with a score of 3,6 each, and appeal, with a score of 3,5, can be seen as aspects to improve.

Regarding the type of content which they would like to see on Slack, the respondents' replies are ranked as follows:

#1	Information about EuroWeb's events (including Calls for Papers)	51,1%
#2	Information about other events (including Calls for Papers)	46,7%
#3	Updates on ongoing EuroWeb initiatives (e.g., the Digital Atlas, the EuroWeb Anthology)	44,4%
#4	Information on new textile-related publications	37,8%
#5	Information relating to exhibitions, on-line resources, etc.	35,6%
#6	General information relating to textiles, textile crafts and textile heritage	26,7%
#7	General networking	26,7%
#8	Information about EuroWeb's management	13,3%
#9	Information on new EuroWeb members	8,9%
	I don't know/ I don't use Slack	33,3%

When given the opportunity to highlight the aspects they enjoy of the EuroWeb Slack channel, several members chose to mention its structure and organization, the regularity of updates and the possibility for dialogue and feedback, but also in one case the possibility for inter-platform linkage.

However, and conversely, when asked about the aspects they dislike, respondents also mentioned what they see as an excess of information and issues with structure and organization (sub-channels which could be eliminated, duplicate content…). The complaint that it is yet another platform to consult is something which, while understandable, is not particularly constructive at this stage.

Finally, members were also asked to give specific suggestions to improve the performance of Slack, several respondents pointed out that it would be useful to get more members to actively participate in the channel, and again that some adjustments might be made to its structure and organization; calls for more specific content were also reiterated, namely Call for Papers.

Members were asked about Twitter next. However, the majority of respondents are not on Twitter (53,3%); of those who are, 6,7% have never read EuroWeb's Tweets, 11,1% hardly ever read them, and 8,9% do so only sporadically. Conversely, 8,9% seem to read them regularly on their news feed and 6,6% visit the profile regularly or very regularly, while 4,4% are more sporadic visitors.

While a majority of respondents did not rate EuroWeb's Twitter account, those who did gave the best scores to the accessibility of information on this platform

(4,2) and its appeal (4,2), followed by the regularity of updates (4) and its functionality (3,9); the possibility of feedback is the least well scored aspect of Twitter, but still scores a comparatively high 3,8 average mark.

Regarding the type of content which they would like to see on Slack, the respondents' replies are ranked as follows:

#1	Information about EuroWeb's events (including Calls for Papers)	26,7%
#2	Features about EuroWeb members and their research	24,4%
#3	Information about other events (including Calls for Papers)	17,8%
#4	Updates on ongoing EuroWeb initiatives	15,6%
#5	Information on new EuroWeb members	8,9%
#6	General information relating to textiles, textile crafts and textile heritage	8,9%
#7	General networking	6,7%
#7	Information on new textile-related publications	6,7%
#7	Information relating to exhibitions, on-line resources, etc.	6,7%
#8	Information about EuroWeb's management	4,4%
	I don't know/ I don't use Twitter	64,4%

As for the positive aspects of Twitter, there has been little feedback, but one respondent mentioned they enjoy the content relating to news and events. No aspects to be improved were mentioned by the respondents, and no specific suggestions were made, although one respondent did take the time to salute the work undertaken by Nathalie Rudolph as Twitter manager.

The following questions dealt with members' use and perception of the Action's Facebook page. Here we can see that 57,8% can be seen, in one way or another, to be frequent visitors of EuroWeb's page, 10,1% are occasional or infrequent visitors, and 6,6% are on Facebook but have never visited or seen content from the EuroWeb page. 24,4% of the respondents said they are not on Facebook altogether.

For respondents, the best aspects of EuroWeb's Facebook page are its appeal (4,2), its accessibility (4,1), its possibilities for feedback (4,1) and its functionality (4,1), and the least well scored aspect is the regularity of content updates (4).

Regarding the type of content which they would like to see on Slack, the respondents' replies are ranked as follows:

#1	Information about EuroWeb's events (including Calls for Papers)	60%
#2	Information about other events (including Calls for Papers)	46,7%
#3	Updates on ongoing EuroWeb initiatives	42,2%
#3	Information on new textile-related publications	42,2%
#4	Content related to exhibitions, on-line resources, etc.	40%
#5	General content relating to textiles, textile crafts and textile heritage	35,6%
#6	Features about EuroWeb members and their research	28,9%

#7	Information on new EuroWeb members	13,3%
#7	General networking	13,3%
#8	Information about EuroWeb's management	11,1%
	I don't know/ I don't use Facebook	31,1%

The respondents have not highlighted any positive aspects of EuroWeb's Facebook page, and as for aspects to be improved, one respondent pointed out that more visual content and a changing profile picture would be a plus. No other suggestions were forthcoming.

The next block of questions dealt with EuroWeb's Instagram profile. Here, again, a substantial portion of respondents indicated that they are not on this social network (57,8%). Of those who are, 26,7% can be considered frequent visitors of the profile, 6,6% are more sporadic users, 2,2% are infrequent users and 6,7% are on Instagram but have no knowledge of EuroWeb's profile.

When evaluating this platform in regard to different aspects, respondents highlighted its appeal (4), accessibility (3,9) and functionality (3,9); the lowest scores are those regarding regularity (3,7) and the possibility for feedback (3,7).

Regarding the type of content which they would like to see on Slack, the respondents' replies are ranked as follows:

#1	Content related to exhibitions, museum pieces, on-line resources, etc.	35,6%
#2	General content relating to textiles, textile crafts and textile heritage	28,9%
#3	Information about EuroWeb's events (including Calls for Papers)	24,4%
#4	Features about EuroWeb members and their research	22,2%
#4	Updates on ongoing EuroWeb initiatives	22,2%
#5	Information about other events (including Calls for Papers)	13,3%
#5	Information on new textile-related publications	13,3%
#6	Information on new EuroWeb members	4,4%
#6	General networking	4,4%
#7	Information about EuroWeb's management	2,2%
	I don't know/ I don't use Instagram	60%

Regarding the positive highlights of the Instagram profile, respondents were not very forthcoming, but one of them still pointed out the quick and uncomplicated access to information. With regard to aspects to be improved and suggestions, one member mentions the regularity of posts, which in fact has not been optimal so far.

The next segment of the questionnaire was dedicated exclusively to EuroWeb's YouTube channel. Roughly one third of the respondents identified as, in one way or another, frequent visitors of the channel (35,6%), but the majority indicated they visit it on a more sporadic basis (51,2%); 6,7% of respondents indicated they

are infrequent visitors, while another 6,7% mentioned they have never visited the channel.

In this segment of the survey, it was also important to gauge the value of YouTube as a platform for the live streaming of EuroWeb events, which seems to be confirmed by the overwhelming 73,3% of respondents who have in fact followed an event through the channel, while only 15,6% mention that they have not done so. 11,1% of respondents could not recall if they had followed an event streaming or not.

The following question in the survey also deepened this importance of streaming; in fact, two of the most likely reasons member give to visit the YouTube channel are "to rewatch a past event" (82,2%) and "to follow an event live" (66,7%). Watching a presentation video by a team member is also given as an important reason to visit the channel by 66,7%, while 51,1% would like to see original videos documenting traditional textile techniques.

Respondents have shown less interest in other types of content, having been selected by less than half of all respondents. Still, there is a comparatively high interest on original videos featuring research projects (46,7%) or an object or an exhibit (44,4%), or a short dissemination video for the general public (40%). Curated playlists, on the other hand, do not seem to be of much interest to the respondents, as only 8,9% selected this option. Finally, it is worth highlighting a single respondent (2,2%) who mentioned they would like the YouTube channel to be a resource for teaching.

On the other hand, when asked to evaluate the content currently available on the channel, the respondents overall gave very positive feedback. The content with the highest rating is the "Analytical Techniques for Textiles" playlist and the "Digital Atlas" playlist, both with an average evaluation of 4,4. The recording of past events has an average evaluation of 4,3, while the "Meet the Team" videos and the "Book Corner" videos both have an average score of 4,2. Overall, this seems to indicate that this type of content is relatively successful, and further investment should be made in expanding these features, while also adding new ones, as suggested by the answers to previous questions in this survey.

When asked directly about the type of content they would like to see on YouTube, respondents highlight videos and tutorials on traditional craft techniques, as well as videos on excavation and conservation techniques. Recordings of past events are once again mentioned as a type of desirable content. Finally, when asked about the positives and negatives of the YouTube channel, respondents did not signal any particular aspect.

Finally, the last block of questions in the survey was meant to gauge members' perceptions of the inclusiveness and representativeness of the existing communication channels and activities, and to gather feedback to improve compliance with COST's Excellence and Inclusiveness Policy.

The first questions in this block focused on the balance of national representation in the Action's communication channels. 57,8% of the respondents mentioned that they have seen content about their country in said channels, while 28,9% said that they have not; 13,3% are unsure.

More worrying, however, are the replies to the following question, as they show that the majority of respondents feel that the balance of the representation of different participating countries is average (40%) or below average (24,5%), while only 22,2% consider it is good and 13,3% consider it is very good.

This is naturally a very worrying perception, but it is worth pointing out that, due to the size and international scope of the Action, the communication team's capacity to represent each country is contingent on the content provided by members, which, despite our best efforts, is not always forthcoming. We are however committed to find better and more intuitive ways to allow members to provide content for the communication channels. Initiatives are also being developed (e.g., "national takeovers") to establish a more "top-down" approach to content generation which we hope will stimulate members to share their research; these, however, should not replace "bottom-up" content generation, and so members will need to be invited to take a more active stance regarding the communication of their work and the heritage they work with.

This being said, when asked about whether their national teams have been represented in a balanced way in the Action's communication channels, most respondents replied in the positive, considering that representation was balanced (44,47%) or very balanced (18,4%). 26,3% consider the representation of their national team was average, while 10,6% consider it was below average.

The respondents who gave the worst score on this specific question hailed from Finland, North Macedonia, Norway, and Hungary, so an investment should be made in correcting this perceived bias. Respondents who considered their country's representation is only average include Denmark, Austria, Germany, Portugal and Lithuania; in some of these cases it is somewhat hard to see why the respondents would have such a perception, as their countries have been well-represented in past communication activities, but this information is still worth bearing in mind.

An open question was also put to the survey's respondents on how to improve national balance in our communication strategy. Here it is worth highlighting one respondent's comment that the emphasis should not be on national teams; this is naturally true, but again there are COST-wide policies that we need to comply with, and focusing on national representation is also a way to ensure that countries and research communities which, for whatever reason, have remained peripheral or marginal in the international research community have an opportunity to showcase their research and strengthen their international ties, a goal which is at the core of COST's Excellence and Inclusiveness Policy but also of EuroWeb's central aims and goals.

Most respondents, however, have highlighted that the issue may reside in national teams and their internal dynamics. Respondents have mentioned that their national teams are not very active on EuroWeb due to lack of time, that their national activities should be improved and intensified, and one respondent suggested that national days should be held for team building purposed and for members from one country to get to know each other. It is worth pointing out that this has been done in Portugal, and that it was indeed very successful.

Worryingly, one respondent from Finland mentions that communication from EuroWeb to the participants is very minimal, and that they find it hard to know what is happening in the Action. While this is not the perception we have in the communication team, as the relevant information has been systematically circulated in multiple open platforms, this reply may indicate that some participants are being missed by our targeted communication, and efforts must be made to understand whether this is a result of a flaw in our communication, or if it arises from the participant's personal circumstances.

The following block of questions was aimed to evaluate the perceptions of members regarding the gender balance of EuroWeb's communication activities, thus complementing the work being carried out through the Gender and Inclusiveness survey.

When asked whether they consider that EuroWeb's communication activities are gender balanced, a vast majority of respondents answered in the positive, considering it balanced (40%) or very balanced (17,8%); however, 17,8% have indicated they feel it is unbalanced, while 2,2% consider it very unbalanced. Here we may be dealing with two different interpretations of the question, which are both valid.

On the one hand, the fact that most people identify communication as gender balanced despite the well-known underrepresentation of men in the Action may suggest that they wished to express that communication represents the fabric of the Action itself in a balanced way; people who gave lower scores may have done so in recognition of the lack of male representativeness in the Action which, in turn, is reflected in communication activities. The latter is further suggested by the responses to the following open question, which made very clear that the issue lies in the gender composition of the textile field itself and of EuroWeb at large.

On the other hand, when asked whether they ever come across any gender biased content in the Action's communication channels, an overwhelming majority of respondents said that they have not (75,6%), while only one respondent (2,2%) answered yes and two others (4,4%) answered that they may have done so. Unfortunately, all of these respondents declined to elaborate further on the following open question. Significantly, 17,8% of respondents say they do not know whether they have come across biased content or not.

When asked about possible ways to correct the perceived gender biases in communication, respondents once again highlighted the need to go beyond our research network and community and to raise awareness about the textile field as a serious, attractive, and expanding research field in order to get more male colleagues involved. One comment in particular is worth highlighting, in which the respondent suggests that an investment be made on communicating EuroWeb and its activities beyond the traditional structures of the textile field, trying to call upon more generalist colleagues to rethink textiles and their role in their respective areas of research. It is worth pointing out that this was the approach taken in Portugal, for example, and it is giving some very promising results already.

In the next set of questions, members were asked to evaluate whether Early Career scholars were sufficiently represented in EuroWeb's communication initiatives. The replies are once again very positive, with 60% considering they are sufficiently represented, and 8,9% considering they are very well represented. Nonetheless, 24,4% still consider that ECI's representation is only average, and 6,7% consider it insufficient. Similarly, 53,3% of respondents feel that EuroWeb's communication foster the participation of ECI's in the Action, while 17,8% think that it does very much so; again, 22,2% think that the role of communication in fostering that participation is average, and 6,7% think it is below average.

General Action-wide efforts are currently being prepared to foster the participation of PhD and ECI scholars, so these less positive perceptions will hopefully be changed in the near future.

Responses to an open question on how to improve current representativeness of ECI's are also mixed, with some respondents thinking that EuroWeb and its communication channels are a good opportunity for scholars at an earlier stage of their careers, while other respondents are more dubitative. One respondent considers this depends a lot on the national delegates and their work in promoting participation in their countries. Another one, however, has a much more negative feedback to give, which is worth reproducing *in extenso*::

«*There is very little information coming out from EuroWeb. EuroWeb is very complicated to understand and for that reason very difficult to participate and find your place in the network. You don't have any instructions for new members, but you just assume that they will know where to be and what to do, and that they have received all your previous communication which they have not. EuroWeb is difficult to take part in as we don't know what we are expected to do to participate*».

Although we do not necessarily agree with this assessment, as we believe that members always have ways to reach out and get clarification if they miss information and can at any point take the initiative to reach out and ask for

further information, the concerns of the respondent are duly noted, and efforts will be made to address them in the future.

The final block of questions was aimed to gauge members perceptions on the representation of stakeholders from beyond academia in EuroWeb's communication activities. A majority of respondents again considered that they are well represented (40%) or very well represented (13,3%), but more than one third consider they are only averagely represented (35,6%), while 10,1% consider this representation to be below average. This is clearly an aspect to be worked on and improved, as can also be seen by the questions to the following open question, in which several respondents made a call for more representation of craftspeople and other members from outside academia.

The final questions of the survey were general open questions which allowed members to identify other areas in which representativeness can be improved, but only one relevant reply was forthcoming which suggests there may be an issue of age representation, and that the younger and the older members may be less in focus than other members. This is definitely an issue worth looking into, and some of the communication activities proposed in this report – such as the "EuroWeb Interviews" – may be directed towards correcting this perceived bias.

Finally, members were asked for their general feedback and suggestions for the future, and the most significant trend in the replies here was the need to centralize information, something which is now possible with the EuroWeb website. Another respondent mentions that communication is perhaps more active than the Action itself and calls for more Working Group meetings.

3. General Strategy for Dynamizing EuroWeb's Communication and Dissemination Activities

A) Social Media Presence

1) Establishing a calendar of regular features to stimulate content release

One strategy that is often deployed by Social Media users to schedule content release and to achieve more visibility is to prepare and categorize posts according to features specific to given weekdays. Well-known examples of this are, for example, #ThrowbackThurdsays or #SundayFunday.

Here we propose that EuroWeb Social Media adopts this strategy, adapting it to its own communication purposes and to the type of contents we wish to showcase. It is suggested that the following regular features are implemented at the beginning of the Second Grant Period:

#MuseumMonday

Posts featuring Museum pieces, collections, and exhibitions (or the Museum itself)

#TextileTuesday

Posts featuring specific textile pieces (previously studied in a work by an Action member, being studied in a research project, currently featured in a Museum…)

#Work-in-ProgressWednesday

Posts featuring craftspeople at work (or, when this type of content is not available, short progress reports on on-going research projects)

#ThrowbackThursday

Posts featuring past EuroWeb events, or past studies/ projects/ events from EuroWeb members

#FashionFriday

Posts about historical and traditional costume, or specific aspects of fashion and dress through time

Two possible calendars (for a theoretical four-week month) are proposed here:

a) An "ideal" calendar

M	Tu	W	Th	F	Sat	Sun
Museum Monday		Work-in-Progress Wednesday		Fashion Friday	***	***

M	Tu	W	Th	F	Sat	Sun
	Textile Tuesday		Throw-Back Thursday		***	***

M	Tu	W	Th	F	Sat	Sun
Museum Monday		Work-in-Progress Wednesday		Fashion Friday	***	***

M	Tu	W	Th	F	Sat	Sun
	Textile Tuesday		Throw-Back Thursday		***	***

b) A "low content" calendar

M	Tu	W	Th	F	Sat	Sun
Museum Monday				Fashion Friday	***	***

M	Tu	W	Th	F	Sat	Sun
	Textile Tuesday				***	***

M	Tu	W	Th	F	Sat	Sun
		Work-in-Progress Wednesday			***	***

M	Tu	W	Th	F	Sat	Sun
			Throw-Back Thursday		***	***

2) Implementing a calendar of "national takeovers"

In order to comply with COST's Excellence and Inclusiveness policy and our own internal inclusive outlook, EuroWeb's communication activities need to be mindful of the representation of all participating countries and national teams in our various channels, and namely in our Social Media, with a particular emphasis on ITC's.

In order to achieve this, while at the same time promoting the production of content to maintain a regular Social Media presence, it is proposed that a calendar for "national takeovers" of EuroWeb's Social Media be implemented.

Members of national teams will be asked to prepare beforehand a set of posts showcasing their research, the textile heritage of their country, museum pieces, traditional textile crafts and costume, as well as aspects of their country's textile sector (ideally five posts for Facebook, five posts for Instagram and five Tweets), which will then be scheduled to appear regularly throughout the week.

As a way to operationalize these "takeovers", it is suggested that some of them are scheduled around national celebrations/ holidays. This will not always be possible, since it would generate considerable overlap, but should allow to schedule at least some "takeovers" in a way which is coherent and potentially meaningful for members from the respective countries.

A pilot program of "national takeovers" is proposed here, including the following iterations (* marks ITC's):

POLAND*

08–12.11.2021

Scheduled around Poland's Independence Day (11.11)[2]

ROMANIA*

28.11–02.12.2021

Scheduled around Romania's Great Union Day (01.12)[3]

BALTIC STATES*

21–25.02.2022

Scheduled around Estonia's Independence Day (24.02) and immediately after Lithuania's Restoration of the State Day (16.02)

GREECE

21–25.03.2022

Scheduled around Greece's Independence Day (25.03)

Further instalments could include:

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[2] The "EuroWeb Polish Week" was successfully accomplished during the proposed dates, with 18 posts across Facebook, Twitter and Instagram which received considerable attention and contributed to an increased visibility of the pages during that week and beyond.

[3] The "EuroWeb Romanian Week" is currently being prepared by the Romanian national team.

SCANDINAVIAN COUNTRIES

(06-10.06.2022)

Scheduled around Denmark's Constitution Day (05.06) and Sweden's National Day (06.06), and immediately before Iceland's National Day (17.06)

OR

PORTUGAL*

(06-10.06.2022)

Scheduled around Portugal's National Day (10.06)

GERMANY

(03-07.10.2022)

Scheduled around Germany's Unity Day (03.10)

SPAIN

(10-14.10.2022)

Scheduled around Spain's National Day (12.10)

AND/ OR

AUSTRIA

(24-28.10.2022)

Scheduled around Austria's National Day (26.10)

The feasibility of weekly takeovers for countries with smaller teams will need to be evaluated, and these could perhaps be replaced with "national weekends", more concentrated in time and requiring less content.

B) YouTube Channel

    1) Improving EuroWeb's Youtube Channel connectivity

Some steps have been taken to improve the connectivity of the EuroWeb Youtube Channel, including the creation of public playlists in which relevant videos from other textile-related channels (e.g., videos explaining textile terms and techniques, videos illustrating analytical techniques, videos showcasing specific elements of textile heritage, but also public-oriented videos about dress and costume history).

See, for example, the *Analytical Techniques for Textiles - Introductory Videos* playlist.

Another step which has been taken, and which will be further developed in the future, was to follow other Youtube Channels dedicated to Textiles, Textile History and Costume and Dress History.

These include institutional channels (e.g., the Centre for Textile Research Channel, the Textile Research Centre, Leiden Channel or the Textile Exchange Channel), Museum channels (e.g., the Victoria & Albert Museum Channel or the Fashion and Textile Museum London Channel), as well as popular personal channels from Dress Historians and Dress History popularisers (e.g., Karolina Żebrowska, Bernadette Banner or The Vintage Egyptologist), among others.

The next step in this strategy is to increase interaction with these other channels, promoting the visibility of the EuroWeb Channel among the (sometimes vast) audience of these other Channels.

2) Planning and preparing new editions of the "EuroWeb" Book Corner

As part of the overall efforts to dynamize EuroWeb's YouTube Channel through streamed events and content production, two new editions of the "EuroWeb Book Corner" were organized:

03.11.2021 – Gabriella Longhitano, "Textile activity and cultural identity in Sicily between the Late Bronze Age and Archaic Period" (Oxbow, 2021)

23.11.2021 – Mary Harlow, Cecile Michel, Louise Quillien, "Textiles and Gender in Antiquity. From the Orient to the Mediterranean" (Bloomsbury, 2020)

A third installment (on the volume "Crafting Minoanisation: Textiles, Crafts Production and Social Dynamics in the Bronze Age southern Aegean", by Joanne Elizabeth Cutler, published by Oxbow in 2021) has been proposed by Agata Ulanowska, and attempts will be made to schedule it for December 2021/ January 2022.

Two more book launches by EuroWeb members are in the cards for the next few months:

12.2021 – "Textiles in Ancient Mediterranean Iconography", edited by Susanna Harris, Cecilie Brøns and Marta Zuchowska (Oxbow)

02.2022 – "Textiles in Motion: Dress for Dance in the Ancient World", edited by Audrey Gouy (Oxbow)

Once the volumes are published, the editors will be contacted in order to try and schedule "EuroWeb Book Corner" sessions for each of these volumes.

3) Planning and preparing new features

One of the main planned functions of the EuroWeb YouTube Channel is to feature a collection of videos documenting traditional textile techniques from across Europe.

However, due to the constraints related to the pandemic, it is difficult at this point to program the necessary diligences to start preparing these recordings. In the meanwhile, it seems important to think about other relevant features which may be implemented using the Action's YouTube Channel.

Recently, many COST Actions have been using interviews to members as both research and communication/ dissemination tool, to map the development of their respective research fields, to document different experiences within that field and to communicate the Action's goals and outlooks.

Here it is therefore proposed that we deploy a similar feature: the "EuroWeb Conversations". This feature would comprise interviews to and/or conversations between more experienced members of the Action which would share their experiences and comments on past, present, and future developments in the Textile Field, group conversations with ECI's sharing their own personal paths, what brought them to textiles as a research topic and the difficulties they feel in their research, as well as interviews/ conversations with craftspeople about their trajectories and their creative processes.

4) Streaming EuroWeb events on the YouTube Channel

At the moment, the EuroWeb YouTube Channel is fully prepared for streaming online events, and some experiences have been accomplished with success, such as the streaming of the "Spinning, Weaving, Dyeing and Sewing" Workshop, organized by the Portuguese Theme, and the launch of the EuroWeb Website, which took place as part of the "Weaving Ideas" Open Day, organized by Francesco Meo.

Some sessions of the "Advanced Analytical Techniques for Textiles" Workshop organized by Christina Margariti in the framework of Working Group 1 were also streamed on the Youtube Channel, and the infrastructure for the streaming of

the International Workshop "From the Household to the Factory" is also entirely set up.

The continued streaming of events – whether online, mixed, but also even physical events – through the Youtube Channel is envisaged as a great opportunity to ensure maximum involvement of members across Europe and also to generate traffic and contents for the Channel. It is therefore recommended that the YouTube streaming of events is encouraged whenever possible.

C)   Dissemination and public-oriented events

1)   Establishing a calendar of dissemination events, initiatives, and opportunities

In order to foster new communication and dissemination activities, a calendar for 2022 (Annex I) has been compiled which comprises two different types of dates:

a)   World, International and European Days marking or commemorating themes which could be used as focal points for concentrated thematic posting on the Action's Social Media (e.g., International Day of Women and Girls in Science, World Art Day, etc.);

b)   International and European Days which are normally marked by intense programs of activities which EuroWeb and its members could try to join (e.g., European Heritage Days, International Museum Day, etc.).

Regarding the later, both Action-wide activities and member-led activities (supported by the Action) could be planned and organized. In point C.2) below a list has been compiled of possible resources and platforms for digital activities to be put together for these public-oriented events.

2)   Digital platforms for events and activities[4]

–   Kahoot! (kahoot.com)

A platform for creating educational games, including quizzes and puzzles, but also questionnaires and collaborative word clouds, among others.

Examples of activities:

Quizzes;

Simple Puzzles;

Questionnaires.

–   Interact (tryinteract.com)

A platform to create relatively elaborate quizzes.

Examples of activities:

Quizzes.

–   Gimkit (gimkit.com)

Another platform to create quizzes and relatively simple educational interactive games.

Examples of activities:

Quizzes;

Interactive knowledge based interactive games.

–   Wonder.me

Users can create a room where different conversations are taking place at the same time; participants can see who is talking to who at any given time, and can move their avatars to another virtual space, thus joining another conversation.

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[4] I am much indebted to Angela Huang for suggesting most of the platforms listed in this segment.

Examples of activities:

"Show and Tell" Activities;

Scientific Speed Dating.

-      Gather.town

The concept is similar to Wonder.me, but the aesthetics is very different and appealing; users can create a virtual space which looks like an 8-bit game environment and set up multiple spaces where participants move their "characters" around and join different conversations taking place.

Examples of activities:

"Show and Tell" Activities;

Scientific Speed Dating.

-      Miro.com

Miro is a virtual whiteboard which allows groups to create digital visual collaborations; participants can share ideas, write notes, add emojis, and move all these and more around.

Examples of activities:

Discuss and create a collaborative mural, a collaborative word cloud, etc.

-      Twine (twinery.org)

A digital tool for storytelling which allows users to create interactive stories and even games which can be shared and experienced by others.

Examples of activities:

Interactive stories ("choose your own path" stories);

Simple text-based interactive games.

-       StoryMap (storymap.knightlab.com)

An online platform to create interactive maps which support visual-based narratives and storytelling.

Examples of activities:

Interactive maps.

-       ArcGIS StoryMaps

A (perhaps technically more complex) alternative to StoryMap by Knight Lab.

Examples of activities:

Interactive maps.

-       Tableau (tableau.com)

An online platform for data visualization which allows the user to create good-looking and interactive infographics.

Examples of activities:

Interactive infographics.

3)   Provisional List of Major Conferences happening in 2022

-       Journée thématique de l'APRAB "Parures désincarnées. Les ornements corporels de l'âge du Bronze comme traceurs des échanges" (Saint-Germain-en-Laye, FR – 04.03);

-       International Conference "Heritage For The Future / Science For Heritage" (Paris, FR – 15-16.03);

-       3rd International Congress on Archaeological Sciences in the Eastern Mediterranean and the Middle East (Nicosia, CY – 14-18.03);

-      The Materiality of Ancient Greek Identities, 9th to 2nd centuries BC (Newcastle, UK– 21.04)

-      (IN)TANGIBLE HERITAGE(S): A conference on design, culture and technology – past, present, and future (Canterbury, UK – 15-17.06);

-      XIX World Economic History Congress (Paris, FR – 25-29.06);

-      World Archaeological Congress (Prague – CZ; 03-08.07);

-      Gordon Research Conference "Scientific Methods in Cultural Heritage Research" (Les Diablerets, CH – 10-15.07)

-      EAA 28th Annual Meeting (Budapest – HU; 31.08-03.09);

-      Purpureae Vestes 8 (TBA).

4)   EuroWeb's Visual Identity: Developing a Tool Kit for Dissemination Activities

As part of the attempt to promote and support the participation of EuroWeb members in dissemination events, a tool kit comprising several elements with a cohesive visual identity inspired by the EuroWeb logo and website has been prepared, and once approved will be made available to all members through the website.

This tool kit comprises the following elements:

-      Two different PowerPoint templates;

-      A poster template;

-      Two different name badge templates (following the design presented by Michel Rijk as part of his logo design proposal);

–   Bookmarks (following the design presented by Michel Rijk as part of his logo design proposal);

–   A very simple stationery model;

–   A template and detailed instructions on how to customize the EuroWeb logo for specific events and purposes.

Francisco B. Gomes

Science Communication Coordinator @ EuroWeb

ANNEX 1: CALENDAR

JANUARY 2022

DECEMBER 2021

S	M	T	W	T	F	S
			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	

FEBRUARY 2022

S	M	T	W	T	F	S
		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					

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	31	1 New Year's Day
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24 International Education Day	25	26	27	28	29
30	31	1	2	3	4	5

FEBRUARY 2022

JANUARY 2022
S	M	T	W	T	F	S
						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					

MARCH 2022
S	M	T	W	T	F	S
		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		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1	2	3	4	5
6	7	8	9	10	11 **International Day of Women and Girls in Science**	12
13	14	15	16	17	18	19
20	21 **International Mother Language Day**	22	23	24	25	26
27	28	1	2	3	4	5

FEBRUARY 2022

S	M	T	W	T	F	S
		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					

APRIL 2022

S	M	T	W	T	F	S
					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

MARCH 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	1	2	3	4	5
6	7	8 **International Women's Day**	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

APRIL 2022

MARCH 2022

S	M	T	W	T	F	S
		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		

MAY 2022

S	M	T	W	T	F	S
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				

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1	2
3	4	5	6	7	8	9
10	11	12	13	14	15 **World Art Day**	16
17 Easter Sunday	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY 2022

APRIL 2022

S	M	T	W	T	F	S
					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

JUNE 2022

S	M	T	W	T	F	S
			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		

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18 **International Museum Day**	19	20	21 **World Day for Cultural Diversity for Dialogue and Development**
22	23	24	25	26	27	28
29	30	31	1	2	3	4

JUNE 2022

MAY 2022

S	M	T	W	T	F	S
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				

JULY 2022

S	M	T	W	T	F	S
					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						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18 **European Archaeology Days (TBC)**
19 **European Archaeology Days (TBC)**	20 **European Archaeology Days (TBC)**	21	22	23	24	25
26	27	28	29	30	1	2

JUNE 2022

S	M	T	W	T	F	S
			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		

JULY 2022

AUGUST 2022

S	M	T	W	T	F	S
	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			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
26	27	28	29	30	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	1	2	3	4	5	6

JULY 2022

S	M	T	W	T	F	S
					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						

SEPTEMBER 2022

S	M	T	W	T	F	S
				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	

AUGUST 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4	5	6
7	8	9	10	11	12 **International Youth Day**	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	1	2	3

SEPTEMBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17 **European Heritage Days**
18 **European Heritage Days**	19	20	21	22	23	24
25	26 *European Day of Languages*	27	28 **International Day for the Universal Access to Information**	29	30 **European Researchers' Night**	1

SEPTEMBER 2022
S	M	T	W	T	F	S
				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	

NOVEMBER 2022
S	M	T	W	T	F	S
		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			

OCTOBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	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	1	2	3	4	5

OCTOBER 2022

S	M	T	W	T	F	S
						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					

DECEMBER 2022

S	M	T	W	T	F	S
				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

NOVEMBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 All Saints Day	2	3	4	5
6	7	8	9	10 **World Science Day for Peace and Development**	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	1	2	3

NOVEMBER 2022

S	M	T	W	T	F	S
		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			

JANUARY 2023

S	M	T	W	T	F	S
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				

DECEMBER 2022

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18 **International Migrants Day**	19	20	21	22	23	24
25 Christmas	26	27	28	29	30	31