

Network of European Royal Residences

2020 ACTIVITIES KIT TOOL

The Network of European Royal Residences wishes to raise awareness of European Heritage, its values and its protection, for future generations improving education about European cultural heritage, building trust, nurture relationships across national borders, and create bridges between cultures. For that reasons, during the last months, several new communication tools have been implemented to reinforce the links between the residences and to highlight the Network. Do not hesitate to spread the information within your institution encouraging your colleagues to follow and subscribe:

Linkedin page: <https://www.linkedin.com/company/network-of-european-royal-residences>

Flickr account gathering pictures of past events:

<https://www.flickr.com/photos/185637992@N07/albums>

Instagram account (33, 5 K followers): [@europeanroyalpalaces](https://www.instagram.com/europeanroyalpalaces)

New institutional video is also available here: <http://www.europeanroyalresidences.eu/about-us/>

NEW DIGITAL ACTIVITIES 2020

The current particular context offers the Network the opportunity to reconsider its activities and the way we work together experimenting new ways of work through new digital activities. The main purposes of these activities is to emphasize the links that history established between us, continue and strengthen our collaboration and promote our Royal Residences together to the European audience lead to a shared communication. The main idea is to create a wide variety of content that each member could use and share. In these difficult times, it is important that all the residences of our Network help each other. It will be also a way to show our links to attract European tourists which will be the main target with the decrease of the international tourism.

For that reason, in addition to the annual #PalaceDay, this year dedicated to MUSIC (Guidelines sent on 9/06), the Network proposes to their members **to join a rich program of digital activities** to be implemented during the next months with the following activities:

- I. SUMMER LUSH GARDENS series / from JULY
- II. AMBASSADORS program / from JULY
- III. WHAT MAKE YOU SPECIAL section / from SEPTEMBER
- IV. MUSICAL virtual exhibition / from SEPTEMBER
- V. PALACEDAY Pills / All year long

Each activity will be promoted and spread through the official communication channels of the Network and by each member.

In order to have common contents that each of us can use and spread, you will find here below some **common principles** for all activities:

- **Shared Platform on Google Drive:** to upload all your content (videos, text, pictures). The idea is that all the contents provided can be used by the Network and by the other members. If you want that your content would be used ONLY by the Secretariat and just visible to all the other members, thanks to indicate it. Here you could also download the logo of the Network, the official video, the form for the virtual exhibition, etc.
NB/ If you can not access to the platform, thanks to inform us as soon as possible at residencesroyales@chateauversailles.fr
- **English contents:** to allow the Secretariat of the Network and the members to spread your videos and texts and avoid the barrier of language.
- **Credits:** if necessary, be sure to provide the credits for the pictures and videos in order to allow each member to use your productions/contents.

Here below you can find the detailed guideline for each initiative whose success depends mainly on your engagement and to our common willingness to work together!

I. SUMMER Lush Gardens

From July 2020

With Covid-19, it appears easier to open gardens and parks than buildings (open-air space, more space, safety, etc.). It's why it seems important to communicate about gardens and parks in order to invite the local community and the European tourists to discover them. By sharing your videos, we want to create a craze for our European gardens and parks to encourage visitors to come safely.

HOW to participate/ Deadline August 7th

WHAT	Realize a short video (even with your mobile Phone) about GARDENS and PARKS. It might be a gardener or an historian, you can explain their history, give unusual information about plants, cultivations, make links with other residences, etc. Of course you can send an already existing video about gardens.
HOW	Upload the video on the Google Drive platform Post it on line on Instagram using the #EuropeanRoyalPalaces and

	tagging the account of the Network https://www.instagram.com/europeanroyalpalaces/
BACKSCHEDULING	<ul style="list-style-type: none"> • From July to August 7th/ collect of the video via the platform • Throughout the summer/ spread by the Secretariat via the Social Media at regular intervals • Throughout the summer/ spread by the members via their own Social Media

II. Ambassadors program

From July 2020

In order to promote the exchange of best practices we would like to realize a series of short video clips about the value of the network. The aim is to highlight how, working together in an international context, the Network allowed you to reinforce and improve your skills and abilities. You can talk about a **technical meeting you attend or organize** and about any other initiative promoted by the network as the **cooperation programs** (MOBILITY GRANTS, EPICO research program, A PLACE AT THE ROYAL TABLE, PALACE DAY etc.) or **international conferences**.

Here an example of our Vice General Secretary, Ms Elżbieta Grygiel from the Muzeum Pałacu Króla Jana III w Wilanowie presenting the Network during the Museum Week

https://m.facebook.com/story.php?story_fbid=1048170828912941&id=121203934567464&sfnsn=scwspwa&extid=SFExxnT3PDcLYSkA&d=w&vh=e

HOW to participate/

WHAT	Realize a short video (even with your mobile Phone) about your experience with the Network highlighting the added value of your work with the Network.
HOW	Upload the video on the online platform
BACKSCHEDULING	<ul style="list-style-type: none"> • From July/ collect of the video via the platform • Throughout the year/ spread by the Secretariat via the Social Media at regular intervals • Throughout the year/ spread by the members via their own Social Media

III. “What makes you special” section

From September 2020

The members of the Network are among most exceptional places in the world and all differ for different aspects and particularities. Each residence is special and we would like to share it with our community! Throughout the entire year, this information will be spread by our Instagram account and LinkedIn page and it could be used in other promotional and communication tools.

HOW to participate/ Deadline August 26th

WHAT	Write a short text (around 100 words) on what makes their residence a special and unique place
HOW	Send the text to residencesroyales@chateauversailles.fr . Please do not hesitate to join pictures illustrating your text.
BACKSCHEDULING	<ul style="list-style-type: none"> • From July to 26th August 2020/ collect of the text and the pictures • Throughout the entire year/ spread by the Secretariat via the Social Media at regular intervals

IV. Common Virtual Exhibition

From September 2020

The Network of European Royal Residences realizes its second common virtual exhibition with Google Art Project. The first virtual exhibition one was realized within the European Year of Cultural Heritage and is still available here: <https://artsandculture.google.com/exhibit/iAJSNHplUw02KA>.

The 2020 edition of Palace Day promotes MUSIC in Royal Residences. In addition to this, the new virtual exhibition will **focus on MUSIC** and it will gather together at least 2 collections pieces per institution.

The implementation will be supervised in cooperation with experts from different European residences and it will be promoted on different communication tools as Website, LinkedIn, Instagram etc.

HOW to participate/ Deadline September 25th

WHAT	<p>Select at least 2 pictures illustrating MUSIC in your Royal Residence. Any interpretation of music is allowed, it might be a painting, a sculpture as a picture of a real instrument of your collection. (Please note that Google only "accept copyright free or copyright cleared content").</p> <p>Please just verify the technical requirements: 3 000 pixels minimum</p>
HOW	<p>Fill the Form in attach with a short text (600 characters maximum including spaces in English or French) and the technical details for each object. (the form is also available on the shared platform)</p> <p>Upload the pictures and the form on the shared platform</p>
BACKSCHEDULING	<ul style="list-style-type: none"> • By September 25th/ collect of the pictures and forms • October / supervision by experts • End of October – November / on line and promotion

V. Palace Day “Pills”

As discussed during the last workshop about Social media (held by Patrimonio Nacional in the Palace of La Granja on May 2019) we invite you to extend the experience of Palace Day throughout the year.

On every 19th of each month, among your daily posts, thanks to program one post highlighting the relationship of your institutions/ Palace with another member of the network. Do not forget to tag the official account of the Network of European Royal Residences: www.instagram.com/europeanroyalpalaces/