DigiSkills

D6.1 Dissemination Plan

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PARTNER:	EDEN
Authors:	Eva Suba (EDEN)
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Deliverable 6.1
Dissemination Plan

D6.1 Dissemination Plan

Abstract

The Dissemination Plan was created to provide effective and efficient visibility to the project outcomes. All partners contribute to the dissemination activities, thus a general communication strategy has been developed tailored to the project partners' needs. This plan contains the definition of target groups, the communication strategy, a detailed action plan, the communication mix and used channels, a detailed social media plan and related toolkit, and related templates and tools to support local dissemination activities. The Online Dissemination Graph is an integral part of this plan.

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Summary

The objective of the Dissemination workpackage is the effective dissemination of the DIGISKILLS project objectives, outcomes and deliverables. For the planning and implementation, effective pathways and tools have been put in place, most prominently the online shared Dissemination Graph, the Social Media Strategy, all included in the present document. These instruments serve as tools to put place an open and inclusive system to integrate the awaited contributions and activities of the project partners.

Within the partnership EDEN has the overall responsibility of the project's dissemination directions in terms of defining the strategy, identifying tools and procedures that contribute towards major efforts in actions. The project partnership is expected to actively participate in the project's dissemination, exploitation and sustainability activities following the proposed strategy and operational patterns. The active and continuous participation of the project partners in the implementation of the project's dissemination plan is of vital importance. Each partner is responsible for planning, implementing and reporting dissemination activities via the Dissemination Graph and further reporting tools. Continuous collaborative exercises such as prividng content to the newsletters, disseminating them and further deliverables and sharing responsibility of posting on the online social media channels support a friendly and supportive, in the same time productive and efficient atmosphere.

This document sets up a DIGISKILLS Dissemination Plan. It contains a list of concrete steps to be delivered during the project span as well as some concrete tools, methods and recommendations for further steps for the DIGISKILLS exploitation beyond the lifetime of the project. The planning and implementation tools are an integral part of the process and closely connected to this plan. The Plan is making use of the extensive associated partners' dissemination potential on the project external stakeholders and the expectations defined in Work Package 8 -Evaluation and Quality Assurance. The Dissemination Plan is accompanied by a table including exact details of dissemination actions. This table named Dissemination Graph is based on the action plan included in this Dissemination Plan and will be continuously updated as the project progresses every 12 months. The tool will help the partners to plan their individual activities and provides an overview of the overall project dissemination activities. To support planning and reporting two templates attached to the present Plan support gathering information on dissemination activities: Annex 1: Monitoring tools – Event Report Template, Action Report Template. These templates will be sent to all partners every 12 months for filling in. This continuous monitoring activity will support the yearly dissemination reports.

Definitions

Dissemination is related to making the results / outcomes of a project visible to others, specially the end-users, the target groups and the stakeholders that can implement its use. Dissemination means rendering comprehensible all the activities and main results associated with a project close to all interested key actors.

Dissemination is the process of promotion and awareness raising that should occur throughout the project. This process is planned and organised in the beginning of the project through the Dissemination Plan that orientates the whole consortium. Dissemination activities aim at publicizing the project outputs to raise awareness of DIGISKILLS, to encourage participation and to contribute to the development of the state-of-the art in the field.

> **The Dissemination Plan** contains detailed activities and methods of dissemination described. Adjustments, coming from external conditions and circumstances unforeseen will be applied without missing the achievement of the initial goals and deliverables set: to achieve this aim, the document will be reviewed on a six-monthly basis. The document's composition includes a communication plan, specifying the communication channels to be used for each of the target groups identified, the interests of each of the target groups; including the specific communication strategy in terms of awareness raising and specific promotion of each of the project's exploitable results, along with scientific publications and policy briefs.

Communication mix

In DIGISKILLS project partners play a key role in reaching the project's audience. While the partnership consists of organisations involved in varios levels of education, it is of major importance that partners with direct contact to teachers/trainerss dedicate effort and time to disseminate project results.

The partnership implements classical communication tools mixed with contemporary communication to reach a variety of goals:

- **Classical advertisement** – announcement, image building

- **Events** – contact building, information, providing personal experience

- **Online PR** – building knowledge, building up publicity

- **PR** – networking, building up target group relations

- **Direct stakeholder involvement** – dialogue, networking, providing information

DEVELOPMENT OF MEDIA CHANNELS

The combination of local events and online media PR, DIGISKILLS plans to reach the wide spectrum of target groups. At relevant milestones of the project, partners will contact their local contacts and press to provide DIGISKILLS related content to local daily press, professional magazines. While the main content will be stored on the DIGISKILLS website as a reference point, online PR will be interactive to promote dialogue and consultation with the stakeholders of the project through blogs, microblogging and other relevant online content, such as Slideshare. Social online community building will support the content delivery promoting the idea of peer support and involvement of stakeholders in bringing the DIGISKILLS content. We start to connect via existing communities and as soon as the DIGISKILLS social community is delivered, a campaign for existing and nex contacts will invite them to be part of it.

The tools and channels selected take into consideration the targets groups, their characteristics; mailing lists for the project will be created and an action plan for all partners to follow: e.g. dates, deadlines, responsible person. The communication channels will be adjusted to the target groups. A glossary will also help to clarify internal and external communication.

The promotional material will have a clear conception and consistency. It will be based on spefici messages developed according to target groups via a collaborative exercise including external stakeholders. Professional design and PR approach is being implemented. The project branding will be specialised, including cultural dimension and social online media strategy.

Communication channels

It is indispensable to know how to reach and provide material understandable and wanted by the target groups. In fact, successful dissemination starts from the needs of the target groups. The needs of target groups are being assessed in WP2 and communication channels will be mapped by partners via a short Pre-Dissemination survey.

Each dissemination material will be developed depending on the target group. For achieving this, project members should know very well their target group, thus a dedicated wiki area has been set up for this on the CARER Dissemination Graph. The best strategy is to involve the target groups' representatives in developing dissemination materials after the project is launched. They should be able to give hints about what would best catch the attention of the people for whom the respective project is developed.

MASS MEDIA

Successful dissemination often includes general media diffusion – we want to let the people know that our project is out there! Actions will be executed so to create a close relationship with the local context and to keep it strong by the involvement of decision makers, social organisations and political institutions.

SOCIAL MEDIA PR

The project website has a branded domain name and this name, needs to be registered on all the relevant social portals - even if you are not yet active in the social space. In order to protect our brand, in this plan, it is foreseen that partners register the project on the following social media sites and keep this information on file to assist with social media communication strategy: Twitter, Facebook, LinkedIn, Reddit, Digg, Delicious, Blogger and more.

CONTENT MANAGEMENT

The project website, along with our social media properties, needs to become our 24-hour Internet PR person. This can be achieved through content marketing, which is the art of understanding exactly what our target groups need to know when they come to DIGISKILLS site, and delivering it to them in a relevant and compelling way. To reach this goal we research, write and post articles that contain information to include best practices, stories, thought leadership, and more.

WEB ANALYTICS

In order to maximize our target group's awareness and interest DIGISKILLS will implement tracking systems and reports that will keep us informed of our progress. Continuous management and monitoring of the dissemination tools will help us creating strategies that will analyse results and make corrections, troubleshoot issues and solve issues.

The website traffic will be monitored by the experts involved in setting up the website as well as Facebook statistics can be retrieved directly on the admin view of the relevant Facebook Page. Twitstats will be implemented for Twitter statistics, while views will be tracked on Youtube and Flickr.

Identifying engaged stakeholders

Monitoring the quantity and frequency of blog posts, comments, forum discussions, reviews and profile updates helps to identify opportunities and also acts as an early warning system to any future problems. The project partners will be involving users who are directly interested in the project results and have a vast network of relevant persons in the target group.
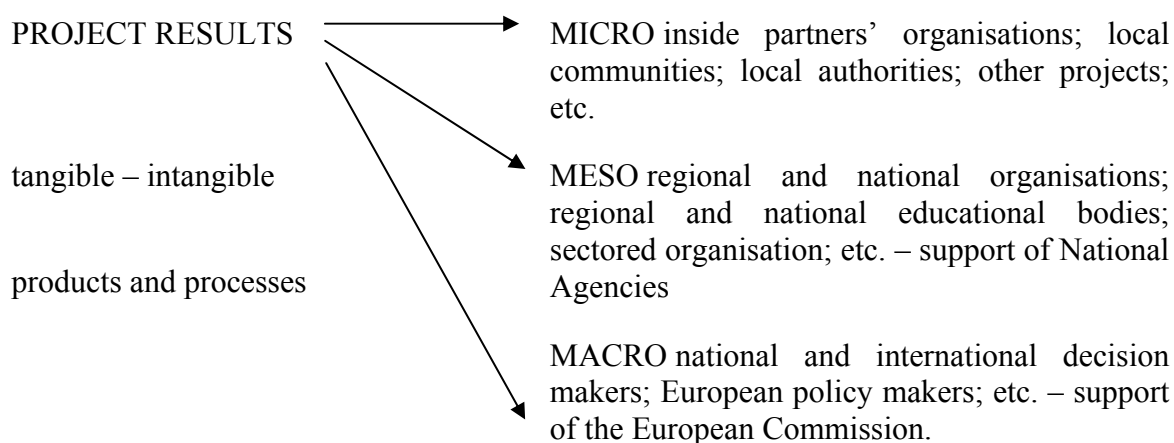
Users will be asked to give feedback on project results or even post a review as a standard part of our contact strategy. This way the more engaged users identify themselves by their own self-selection. A user who doesn't care about the project result is likely to be less committed or less emotionally attached. On the other hand, a user who is engaging is likely to be more emotionally connected. The partners need to know about the sentiment, opinion and affinity a user has towards the project. This is often expressed through repeat visits, downloads, ratings, reviews, blogs, discussion forums and, ultimately, their likelihood to recommend a friend. Important questions we have to ask regularly:

It is possible to increase some user's level of engagement by moving them up from giving a rating, to writing a review, to joining a discussion, to suggesting ideas, to screening ideas, to testing ideas and eventually to using the ideas when they become services? Many of these users will become ‚evangelists' or ‚ambassadors' for DIGISKILLS. Involving users of the project outcomes in these processes is vital for such a specialised initiative. In fact, Nielsen suggest only 1 per cent of website visitors will be involved in direct co-creation of the results; 90 % lurk, 9 % occasionally contribute and 1 % regularly contribute. It is called 90–9–1 rule. But that 1 % is important: hence the importance of identifying engaged users. This engagement of users required a careful planning.

Stakeholder-tailored communication

There are three different levels of actions to be considered when approaching different target groups and stakeholders with the project results:

PROJECT RESULTS → MICRO inside partners' organisations; local communities; local authorities; other projects; etc.

tangible – intangible → MESO regional and national organisations; regional and national educational bodies; sectored organisation; etc. – support of National Agencies

products and processes → MACRO national and international decision makers; European policy makers; etc. – support of the European Commission.

Who will use the outputs?

When identifying target groups a preliminary connection should be made between "**target users**" – who are those who should make direct use of project outputs – and other **project stakeholders** any person or organisation that can be positively or negatively impacted by, or cause an impact on the actions of the project.

The target users may be categorised in primary and secondary target groups. The **primary target group** is the most important beneficiary of the DIGISKILLS dissemination actions. The primary target group for each output is the category of users for which the output is designed and developed. Primary target groups are educational stakeholders. This group includes individual teachers, trainers, as well as organisations uniting teachers/trainers; institutional decision-makers in education from local to European level; organisations specialised on initial and continuing vocational training and education; and specialised research groups involved in learning research. Secondary target groups are students, pupils, parents and policy makers in education.

Dissemination tools

The dissemination requires concrete actions with concrete products. The term "product" may mean a wide variety of project results. In case of DIGISKILLS the following comprehensive list applies:

- Project logo
- Toolkits
- Newsletters
- Forums
- Contests
- Printed and online flyers
- Online and offline documents
- Promotional videos
- Interviews, testimonials with stakeholders
- Online and offline databases
- education and training manuals and guidelines;
- course development platforms;
- trainings/workshops/seminars;
- course curricula and software;
- surveys and analyses;
- cooperation processes and methodologies;
- lessons learned,
- know-how and good practices;
- new forms of cultural expression and intercultural dialogue;
- new transnational partnerships and cooperative ventures;
- press kits
- press releases
- press conferences
- blog posts / microblog posts

| meetings / visits

| events and related invitations

| newsletter articles.

A product can be exploited in its entirety or partially: e.g. extraction of modules, findings, learning objects. In DIGISKILLS, local dissemination does not only mean to translate common DIGISKILLS findings and reports into national partner languages, although this is also a very important part, but also to define experiences and needs based on what local events, leaflets, surveys and findings.

Project outcomes relevant to primary target group:

| The platform and its tools

| Best practices

| Social online community

| Interaction with this target group at events

| The pathways for certification/accreditation of digital competences

| To know how the project evolves

| To get support for learning tools

| To be informed about the results of the project

| Public research Reports project

Project outcomes relevant to secondary target group:

| The platform and its tools

| Social online community

| To be informed about the results of the project

| Interaction with this target group at events

Dissemination actions in practice

The dissemination of project results must be harmonised not only with the delivery of the complete (or at least strongly drafted) DIGISKILLS results but also with the activities of the target group they have been developed for, e.g. busy exam periods and summer breaks should be avoided for getting in contact. *The audience should not be overloaded, but always kept informed about the project progress to maintain their interest*.

Related to the partners' local activities, each partner will update the communication plan every 12 months to adjust actions according to evolving activities of the partner's organisation. Each result must be taken into consideration and possible grouping of results might ease communication. The dissemination material production shall be adjusted according to the need of localisation of project dissemination tools are foreseen as well as local press events that could strengthen the project connection to local stakeholders.

As the follow-up of the project activities, is shall be ensured that access to project results is granted to target groups and transfer of results to new target groups/ new sectors is enabled. Results shall be easy to be adapted and will be available on various languages. Social media and the project website will ensure passing of results to decision makers/ key stakeholders. Whatever the partnership decide, it is important to include information on how the project will share the Intellectual Property Rights-IPR to project outputs. Would it be planned to commercialise products, this is a compulsory element of the exploitation plan. Therefore an IPR Agreement should be produced and signed by all partners by the end of the project period at the latest.

Goals of dissemination actions

Information delivery:

- for those who do not know about DIGISKILLS: in this case the partners are recommended to inform them first about Learning 2.0 and only later about DIGISKILLS.

- for those who are familiar with DIGISKILLS outputs but the partners show them new ways of approaching DIGISKILLS: in this case the partners need to focus on what makes DIGISKILLS different from other education projects and why do the partners' target group benefit from DIGISKILLS

- when the need for explanation on how DIGISKILLS works appear

Persuasion:

- In case the target group's preference needs to be changed

- in case the partners think that the partners' contact's perception on the partners' output

needs to be changed to a positive perception: face-to-face contact recommended.

Reminder communication:

| In between two outputs, to keep the motivation of the partners' target group

How to communicate DIGISKILLS results to target groups

In this section the DIGISKILLS project outputs are reviewed against the 4 criteria of target group-oriented communication: Content – Structure – Format – The Face

CONTENT – WHAT DO WE WANT TO SAY?

Selecting which appeal the target group would answer to and formulate what we want to say are the key factors of success here. We need to decide on the details as well and make sure that these are based on the preferences target group and on the message the partners would like to deliver.

Questions we asked and will be addressing throughout the design of the tools for communicating project outputs:

| Is the target group interested in using the outcomes? Would they be interested in DIGISKILLS outputs based on work-related/interest/economical reasons?) – formulating messages containing information on why is it a good decision to use e.g. DIGISKILLS tools to increase ICT skills.

| Is it a group answering on rational basis? On emotional basis? Do they have negative or positive feelings related to DIGISKILLS events? – If so how to formulate messages appealing on emotions

| Is it a group answering on rational basis? On moral basis? – If so, how to formulate messages including moral justification of DIGISKILLS?

STRUCTURE – WHAT LOGIC SHOULD THE MESSAGE FOLLOW?

The target group consists of educated individuals active in various fields. Their profile varies from local and national policy-makers to field workers in social care, thus the best structure is to pose questions in the partners' dissemination material and let them draw conclusions. We have to make sure that the material delivering the message is credible and the partners' message is not too personal.

FORMAT – WHAT FORMAT DO WE FIND APPROPRIATE?

When choosing the channels, this is the right time to select a list the items. If the partners choose printed/electronic materials, it is time to decide on the font, size, paper/material, colours, illustrations, if the partners choose live channels, this is the time to select the partners' words, velocity, rhythm, tone, silence, gests

THE FACE – WHO SHOULD ARTICULATE THE MESSAGE?

It is necessary to decide if the partners wish to involve a target group-familiar and for the target group well-known person. The partners might prefer a practitioner or a well-known researcher of the topic, if the involved person is most credible =competent, trustworthy, sympathetic, to the target groups. Localisation of the project communication also means to involve local practitioners who are members of the target groups creating thus a credible advocacy for the project outputs.

PROJECT OUTCOMES TO COMMUNICATE

- Project logo
- DIGISKILLS Web portal + content update and animation of the DIGISKILLS web portal.
- Web-based Inventory
- Learning resources
- Newsletters
- Local events organised
- Contests organised
- Web 2.0 networking tools
- Community
- Online learning environment +Set of learning resources and evidence samples
- Transnational workshop
- International conference

Dissemination tools: communication channels

Website: project website & partners' websites;

Organization of events: invitations, calls, training for trainers, learning events, focus groups, practice exchanges, international conference;

Electronic and hard copy communication: newsletters, milestone-related communication, target group-oriented brochures, flyers, print products;

Conferences and seminars: participations at international and national events;

Academic publications: peer-reviewed journals, peer reviewed chapters in books, published reports;

PR activities: press releases, press conferences, content published in local media;

Social online media tools: social media communities, Facebook, Twitter, Vimeo, Youtube, LinkedIn, Scoop.it, Slideshare

At the end of the project: inspiring publication on project results

DIGISKILLS PLATFORM CONTENT

Logo

Repository of Good Practices

Gateway to online learning environment

Repository of learning resources and evidence samples

Gateway to social online communities

Reports on events

Call, information and reports on: trainings, events, contests

Downloads: All Newsletters, press releases, logos, leaflets of the project in various languages; Reports on policy visits; Reports on local activity, public deliverables

SOCIAL ONLINE MEDIA

DIGISKILLS Social networking community

Project profile on:

- Facebook
- Twitter
- YouTube
- Slideshare
- All Social online media profiles referred at the project website

Contents to disseminate:

Information about the project itself; Links related to the project's field, Information about partners: stakeholders, Events in the DIGISKILLS sphere, Publications referred to on the DIGISKILLS website, Contents to disseminate in English by default, local languages used in learning materials, calls for local events.

Logos: adapt the dimensions of the logo picture in order to obtain a square that fits into the dedicated space on each profile

Facebook

Creation of a fan page in order to collect « likes » and to communicate information and pictures
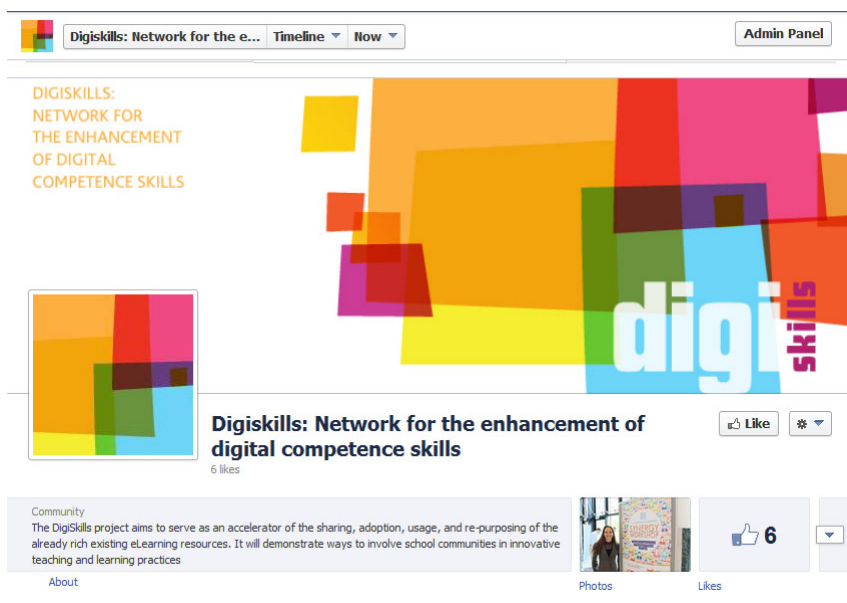
Presentation text on Facebook

Facebook description: The DigiSkills project aims to serve as an accelerator of the sharing, adoption, usage, and re-purposing of the already rich existing eLearning resources. It will demonstrate ways to involve school communities in innovative teaching and learning practices

Background and cover: Background and cover: adapt the front page background and profile picture to graphic elements already created for the project.

Choice of colours on each space is adapted to the graphic elements' colours.

Twitter

The Twitter account will be linked to Facebook: any Facebook publication automatically activates a Twitter publication, so as to facilitate the diffusion of works and to bring dissemination back to a single click.

Twitter background: the background picture is created from existing graphic elements, on a white background

Inclusion of digital storage support

Youtube: TV
To disseminate interviews with teachers, students, stakeholders, video clips with information regarding the project status, participation to events

Flickr:

Albums with official project pictures - limited to three free albums:

| Contents can be embedded on a website or a blog

| Research with keywords works well and secures a good level of visibility in the engine's search results

Statistics

Consultation statistics related to the visits of the website are available to Google analytics and specific links or to evolution of fans are available to administrators on Facebook.

PRINTS AND DOWNLOADS

| Leaflets for Target groups: The project's general introduction flyer will be developed for the forst Practice Exchange forum. **Postcards** related to specific outcomes, events and the final conference will be printed.

| **Newsletters**: regularly sent out to the network of the partnership and to all contacted stakeholders

| **Press Releases** on: interim results will be issued and translated.

| **Call for Participations**

| **Event posters**

EVENTS

| Focus groups

| Trainings

| Exchange forums

| Conferences

| International conference

SCIENTIFIC COMMUNITY INVOLVEMENT

- Journal articles*:* Scientific papers for academic and research audience
- Participation at scientific conferences with presentation on the project results

FURTHER TOOLS TO BE DEVELOPED AS THE PROJECT ADVANCES

- Posting schedule on Professional portals
- Project stakeholder's mailing list
- Partner organisations' own events, exhibitions
- Open day events related to recruiting stakeholders for project events
- Conference proceedings (electronic and hard copies)
- Posters
- Synergies with other initiatives (projects, institutions, associations)

Responsibilities and tasks

WP Leader (EDEN)	WP partners (all partners of the project)
Define the operational dissemination strategy	Plan and carry out local and national dissemination activities
Coordinate the contacts with the stakeholder groups (across the partnership)	Collaborate in the content management of the social platforms
Set up and maintain a mailing list to reach stakeholders through the bi-monthly newsletter	Provide content to Newsletters, disseminate DIGISKILLS Newsletters to own networks
Inform the European educational community of project activities via the EDEN news bulletin and other identified channels	Identify and participate at dissemination opportunities
Identify dissemination opportunities (conferences, publications) and ensure all partners contribute through abstracts, conference presentations and publications	**Dedicate 1 clearly identified person** to the dissemination team. This person will be responsible for deploying the Dissemination strategy in their country, keeping the social networks alive and reporting back to the WP leader, centralising contacts and providing the necessary indicators to measure impact.
Ensure all partners contribute actively to the social networks	Report on Dissemination actions
Content management of the website	Participate and report on conferences, workshops
Content management of the social platforms	Participate and organise events, contests
Coordinate newsletters, gathering information from partners and publish	Co-organise and participate final conference
Collect data from partners and write a report	

on dissemination activities	
Coordinate the collection of indicators relating to dissemination (numbers reached in each of the stakeholder groups using and testing DIGISKILLS, number of people present at presentations, number of leaflets distributed and where, number of hits on website, members of social networks etc.)	
Provides report templates and Collect reports on dissemination activities of project partners	

Relationship with other work packages

This work package is necessarily intricately linked to other WPs in the project, in particular to WP **Exploitation** – through identifying stakeholder groups and in organising/promoting the dissemination activities. There is also strong relationship between the Dissemination WP and the implementing WPs, to disseminate the results of their work, to contribute to the identification of localisation issues (translation and cultural adaptation). Furthermore, this WP has a vital role in establishing visibility and serves as basis for the sustainability efforts.

Communication effectiveness

Good dissemination action effectiveness depends on communication effectiveness. The partners can measure the partners' communication by assessing the effectiveness of each tool the partners used. The concrete evaluation will be carried out within the framework of the Workpackage dedicated to evaluation. Within the Dissemination Workpackage, partners will keep records of dissemination actions, report them via a monitoring tool (Dissemination Graph) combined with detailed Event and Product questionnaire.

Before the partners decide to act nationwide, it is recommended to launch the partners' communication and dissemination activities on a smaller scale such as in the partners' city. After assessing the partners' results, the partners can start planning a bigger scale action plan in case necessary. In this way the partners have to chance to tailor the partners' actions and save time and money. To check whether target audiences have been reached by the dissemination actions, measure the number of recipients, the kind of message they received, and if the message was understood as foreseen. Finally, what is their perception and feedback?

Direct outcome of dissemination measures: The impact produced by dissemination measures should be assessed and the results achieved should be compared against those expected or foreseen. This evaluation is carried out under the Evaluation Work package.

FOLLOW-UP ACTIVITIES:

A, ensuring access to results after end of project:

Project results remain reachable on via the DIGISKILLS website. Concrete Exploitation activities will be detailed in the Exploitation Workpackage as well as the transfer of localised products to new target groups.

B, IPR agreement signed at the end of project: To ensure a coherent agreement among partners related to the project results, an agreement among partners related to IPR will be developed in the last year of the project.

Dissemination action plan

MONTHS 1-3

All partners collect information on stakeholder groups

Conceptualise the dissemination strategy

Set up the project website and internal communication tools

Identify and establish contact with the stakeholder groups

Design project logo, layout and image of the project

MONTHS 3-6

Finalise Dissemination Plan fine-tuning the intentions stated in the proposal. This includes a schedule for the publication of newsletters, identification of relevant conferences and journals for publications and deadlines for submissions.

Set up DIGISKILLS pages in social networks

Create toolkit for partners for local dissemination actions

Conceptualise initial project promotion leaflet to disseminate information about the project

Identify relevant project activity sufficiently advanced for presenting at events/conferences

MONTHS 7-12

Conceptualise first newsletter

Publish newsletter

Organise Best Practice Exchange Forum

Identify events for conference presentations and workshops

Maintain activity in social networks to disseminate information about project activities

Write progress report on dissemination activity for interim report

Identify relevant project activity sufficiently advanced for presenting at conferences in 2013

Identify journals for extended publications in 2013

MONTHS 13-18

Design, write and print updated project promotion postcards to disseminate information about the project, activity and intermediate results

Publish newsletters

DIGISKILLS events at local level

Maintain activity in social networks to disseminate information about project activities (national seminars, online events, forthcoming conference presentations)

Pursue contacts with journals for publications

MONTHS 19-24

Publish newsletters

Submit abstracts for conference presentations and workshops 2014

Maintain activity in social networks to disseminate information about project activities (national seminars, online events, forthcoming conference presentations)

Write and publish contributions to journals

Write report on dissemination activity for interim report

Start planning of final conference: website, venue, and programme

MONTHS 23-27

Publish newsletters

Maintain activity in social networks to disseminate information about project activities (national seminars, online events, forthcoming conference presentations)

Write and publish contributions to journals

Press release and announcement for final conference

Organise final conference: schedule activities, invite speakers

MONTH 28-36

Publish newsletters

Maintain activity in social networks to disseminate information about project activities (national seminars, online events, forthcoming conference presentations)

Write and publish contributions to journals

Registration for final conference

Organise final conference

Write report on dissemination activity for final report

The updated list of actions is available in <u>the current Dissemination Graph.</u>

DIGISKILLS Social Media Strategy

How social media work

Considering the basics – blogs, Twitter, YouTube, Flickr, Wikipedia, Google Maps, Google Earth, these services help to spread or share useful information with potentially vast online audiences. By posting articles and comments on to blogs, photographs on to Flickr and videos on to YouTube, you allow other people to see your messages and, if they like them, share them with their friends, who in turn can share them with their friends' networks. Social media simply widens the partnership's net by spreading its branded content (and web links) out to a potentially vast audience.

These social assets are picked up by search engines when people search for certain phrases. Search engines like Google do a universal search, which now includes websites, videos, photos and a lot more, so broadening an organization's social assets simply widens an organization's net, which may consequently catch more prospects who are searching for specific terms if these terms or key phrases have been added as tags (or labels) to the various assets. All social media can be optimized, e.g. blogs and websites can be optimized (search engine optimization – SEO) so that critical key phrases are used in the copy, headings, links to other pages or other sites (this is called 'anchor text'), page title tags (labels), photo tags (labels) and video tags (labels). Most importantly, Google also measures key phrase frequency of use, timeliness of postings and, of course, inbound links. These inbound links from venerable sites improve Google rankings, as Google treats it as a vote of confidence in the site if venerable organizations are linking to the site.

The website and/or blog can become a unique platform of expertise or knowledge platform. It may also become a hub of discussions on whatever subscribers want. When other relevant bloggers link to a blog it widens the net again. Multiple social bookmarking facilities on the blog allow readers to bookmark it (or make it a favourite), post it to their own Facebook profile or send the link via e-mail to a friend. It is just one click away. Then other people look at their network members' bookmarks to see what their network of friends or business colleagues are reading and recommending. The net widens. Simultaneously, an RSS feed automatically feeds the new blog posts directly into a person's RSS reader, so instead of having to visit 10 favourite websites the person can get all the updates from the reader.

Twitter is the hugely popular 140-character microblogging network. It is a river of short messages usually with links to interesting content on a blog, a website or YouTube. The Twitterer's messages tweets) appear in the stream of messages (or updates) shared by the network of followers. Just like Facebook and LinkedIn, Twitter allows networks to see who is saying what (or doing what). One's tweets can also be found if key phrases that are being searched for also appear in the tweet. Organizations search and track all Twitter conversations for references to their brands, companies and

staff – particularly during conference time, when Twitterers tweet comments about companies. The 'retweet' facility allows Twitterers to pass someone else's tweet to their own network of followers with just one click of a button. Certain messages can spread like wildfire on Twitter. Twitter can widen an organization's net, and can be connected with different social platform thus allowing simultaneous posting.

Videos can be posted on all the current popular video-sharing sites, including YouTube and Vimeo, via a video aggregator and photos can be posted on Flickr. YouTube and Flickr can be seamlessly embedded in the blog or website, so they appear on the website but also appear in YouTube if someone searches for certain keywords. Each of these social platforms attracts its own audience towards key phrases and similar videos, photos or audios. All of these assets are publicly searchable, so once again tagging (labelling) is critical. It is easy to create one's own channel on YouTube. Social bookmarking, sharing and favourites extend videos' reach even further into the net.

Wikipedia is a growing fountain of knowledge. Over time organizations can build their own profile by adding relevant factual articles (complete with links). This further spreads the net and may embrace other experts to participate in collaborating on certain articles.

Google Maps and Google Earth complete the net at this stage. Office locations, addresses, phone numbers, directions and web addresses can all be uploaded into Google Earth and Google Maps. Photographs of buildings can be added. Videos can be uploaded also. All of this can be shared with peers and visitors. Data created in Google Earth are also available in Google Maps. Again this spreads your net by extending your presence. If the locations have visually interesting material for different audiences, visitors can view offices, factories, stores, building sites or any projects in 360-degree virtual reality photos from different viewpoints (and, if relevant, with time-lapse photos showing development stages). All data are tagged (labelled) and linked so that the net widens while the visitor experience is enhanced (e.g. each office and/or project can have a map for directions, a photograph of the building to recognize it, a video tour in advance or a greeting from the MD, or anything that brings it to life and helps the user, plus spreads the net). Three-dimensional models (e.g. turbines on a wind farm) can also be added. Although data can be seen in both, the Google Earth display is much richer (3D aspects can be shown) than that in Google Maps. All Google Maps display can have a button 'View this in Google Earth'. If someone has not got Google Earth installed it will still show the core data and displays as shown in Google Maps.

The DIGISKILLS social media process – 10 steps

MONITORING AND LISTENING

A social media audit establishes the project's reputation. A comprehensive monitoring strategy discovers:

– the issues: what can have an impact on the project's image;

- – the stakeholders;

- – the platforms or places where our stakeholders congregate the influential networks, including blogs, discussion groups and other social networks);

- – the opinions stakeholders have about DIGISKILLS outputs, about DIGISKILLS project.

short survey on existing knowledge on what communication behaviours the stakeholders in various countries currently have is planned. This information will be reviewed every 12 months as the project processes and partners get in touch with the stakeholders. The Dissemination action plan and communication actions will be updated based on new knowledge won over these reviews.

SET PRIORITIES AND GOALS, AND DON'T TRY TO COVER ALL COMMUNICATION CHANNELS AND SOCIAL MEDIA OUTLETS

It is not possible to engage in all conversations everywhere. DIGISKILLS picks the more important ones initially. Not all offline and online conversations have the same impact. DIGISKILLS will identify the more important ones based on the 6 monthly stakeholder surveys. We will learn when and when not to engage and have clearly defined objectives and know exactly what we are trying to achieve with regular and social media. In the initial phase, DIGISKILLS will establish ‚the brand' DIGISKILLS. Later on DIGISKILLS will raise awareness on why digital competences of teachers/trainerss and caregivers play an important role in the aging society of Europe. As the project progresses, DIGISKILLS will engage teachers/trainerss, policy makers and organisations to continue with the work DIGISKILLS started.

AGREE ON KEY MESSAGES

It is essential to have crystal-clear messages. DIGISKILLS will be ready to engage with the target audience in a meaningful way: we will give them what's relevant and important to them. As time passes, more and more stakeholders can be involved, as partners get in touch with their local network. To support the DIGISKILLS project team in communication, guides for press releases, conferences, events, on how to use social media will be prepared.

DEVELOP GOOD CONTENT – HELP AND SHARE

DIGISKILLS content has to be valuable; otherwise we're just 'making noise'. To prepare and share good content, the stakeholders will be consulted. Social media is not a direct marketing tool, we will share articles, presentations and videos that are relevant – these can be DIGISKILLS's or someone else's (credits and links to them will be mentioned). Comments to other discussions will be only added if being helpful and relevant.

4 main behaviours need to be followed when creating and communicating good content on DIGISKILLS:

> Show excitement and celebrate that stakeholder's success in the subject line.

> Address the stakeholder by name adds a personal touch.

> Tell the person where you found out about their connection to DIGISKILLS.

> Leave the pitch open, friendly, concerned, and personable.

Partners will define their staff member to post on their behalf i their mother tongue to the relevant stakeholder group.

COMMIT TIME AND RESOURCES

DIGISKILLS needs a consistent stream of useful content. This requires clear briefings and motivation, which in turn requires resources. Monitoring requires staff resources also. This will be reflected in the 6 monthly adjusted communication action plans.

CONSTANTLY PROMOTE MEDIA

Just as all organizations now promote their websites in everything they do, so too should social media be promoted. Announcement on the DIGISKILLS Twitter name, Facebook page will be inserted in other communication channels at every opportunity. All channels will be added to all the DIGISKILLS e-mail signatures. Website, social media, etc will be announced at conferences and news releases and vice versa. Details will be added to slides, news releases and the letterhead. List it on your website. Post all presentations on your social media sites. In fact, all offline communications should be integrated with social media, e.g. Twitter, blog and Facebook announcements about an upcoming conference. Videos and photos of the event and speeches can be uploaded to YouTube respectively.

INTEGRATE ONLINE AND OFFLINE EVENTS

The online social media team needs to work closely with the offline team, as it needs to know what events are happening in advance. As the website is a conduit, it can get more traffic if it is integrated, e.g. brief videos and photographs as to what formats and style are needed for web use. A shared schedule of events allows integration in the Communication Plan for regular communication channels and social media platforms (like ads, promotions, videos, etc) is outlined.

MEASURE RESULTS

DIGISKILLS will watch the analytics set up for the website and for the social media profiles to see if traffic has spikes as a result of any particular posting. Feedbacks and questions will be processed within a set deadline. Comments will be read and if necessary reacted on. Interactions will be measured.

Social media posting plan

One new discussion on an e-marketing group in LinkedIn generated over 2,000 responses. It was called

'Social media is crap', and had a detailed post of why the person felt it didn't work.

DIGISKILLS communication team will watch what generates visitors, conversions and good comments (as opposed to negative comments) and focus on positive communication that generates the right kind of buzz for the project.

How do you measure social media? Some The PR industry has used formulas for years to generate a score each week on editorial coverage, allowing for brand name mentions, whether they are positive, negative or neutral, and the importance of the outlet to the brand. Although 'sentiment tracking' is in its infancy, marketing professionals need to spend time monitoring (and acting upon) what is being said about their brands, their people, their organization and their industry across blogs, micro-blogs, forums, social networks and online news media.

Finally, we have to prepare to have an exit strategy when the project ends. In the last 6 months of the project we will explore if we stop a blog or a discussion and if yes, how? Where will we send the group: an option is to transfer the stakeholders to other relevant sites or groups?

FACEBOOK

With over 500 million users worldwide, 50% of which are active and log on at least once a day, Facebook is the king of all social networking platforms. Research has shown that average Internet users are spending more time on Facebook per day than on Google, Yahoo, YouTube, Wikipedia and Amazon combined.

With the DIGISKILLS project aiming to attract as many individuals of the target groups and beneficiaries as possible, in order to disseminate the results and enhance the visibility of the project, having a social networking presence was considered to be necessary. Therefore the DIGISKILLS page and a Group on Facebook has been created. So as to ensure that a coherent strategy was, the following sections were developed detailing the format of presence, its name and allocating/sharing responsibilities between the partners.

A Page and a Grou allows interested members to become 'fans' of the official DIGISKILLS page, receive updates and interact with the content/applications published by the partnership, but only engage in in-depth discussions on topics set by administrators. Additionally, the creation of a Page allows the partnership to include a variety of added-value tools, such as RSS readers (relaying information from the DIGISKILLS website directly to the Facebook Page); post items such as videos, podcasts and files, add events.

Contents

Because the DIGISKILLS Page on Facebook is designed to be both informative and interactive, there shall be minimum amounts of information available on the Page. These are as follows:

> Full project name;

- Project description;

- Project objectives;

- Project logo;

- Link to project website;

- Project partners with logos (individual contact details can be added)

- Pictures of leaflets and flyers

- Direct links to interesting resources

- Photographs of dissemination activities on related events;

- Creation of events, when appropriate and well in advance of their dates;

- Status updates for project activities

- Announcement of deliverables

- Call for Interests for stakeholders

- Groups for stakeholders for discussions

- Testimonials/Experience reports from stakeholders

Additionally, it is hoped that partners will include (at their discretion) relevant links to articles related to topics addressed by the project, such as copies of brochures and any other promotion material, publications, presentations, related news and so on. Moreover, polls and other interactive elements can be added, if needed, in order to ensure that the Page remains appealing to both new and returning visitors.

Strategy

Based on the dissemination survey, partners think that among the target groups Group1 and Group3 are the most suitable for targeting them via Facebook.

The administrators of the DIGISKILLS Page strive to observe the eight success criteria for Facebook page marketing identified by Altimeter Group:

- Set Expectations (both the expectations of the DIGISKILLS project from the fans and the expectations of the fans that DIGISKILLS aims to fulfil)

- Provide Cohesive Branding (although Facebook's customisation features are rather limited, within the frame of the available design and structuring the project should present and express itself distinctly)

- Be Up To Date (try to keep interaction high with fresh, timely content, following the 80/20 rule: 80% of content should be informational, educational, or have entertainment value.

Only 20% of content should be specifically about the project's products and services)

| Live Authenticity (show the persons behind the DIGISKILLS Page, allowing the project's core partnership to converse with the fans in first person, in an informal tone as opposed to posting generally as "admin")

| Participate in Dialog (reward fans' participation, reinforce and refresh most relevant activities/comments, contribute to existing discussions and create new ones. "Resist the temptation to flood the Facebook wall with canned marketing messages that will cause fans to tune out your messages.")

| Enable Peer-To-Peer Interactions (although it is not the primary goal for DIGISKILLS to build a community, it is useful to create the atmosphere of the community where members help each other, by this also ensuring some sort of sustainability beyond the project funding)

| Foster Advocacy (creative opportunities trigger self-expressive user activities that encourage fans' friends to get involved as well)

| Solicit A Call To Action (eventually – and ultimately – the fans' focus on the project's deliverables should be strengthened)

Responsibility and Page Updates

It is the responsibility of EDEN to create the Facebook Page and ensure that the minimum content is included. Partners have the opportunity to view the Page and are encouraged to send their comments via the project's mailing list or to EDEN directly.

In relation to ongoing updates/maintenance, it is believed that a joint effort by the partnership should be made. EDEN proposes that each partner be given responsibility for content and overall administration on a bimonthly rotational basis until the end of the project. Partners would commit to at least 2 'status updates' per month, although more postings would be preferred, including some 'call to action' activities.

Aggregating content

Synchronized with the dissemination plan, individual partners should undertake dissemination activities in order to increase the number of 'fans' on the Page. These activities can include inviting attendees of the conferences and getting partners to invite their own national contacts. Additionally, a link to the DIGISKILLS Facebook page is placed on the DIGISKILLS website, allowing visitors who access the project website to be automatically directed there. It is hoped that once members become 'fans' of the Page, their friends will also become aware of its existence through their homepage feeds, thus setting up a viral promotion effect.

Post-Project End

In the spirit of ensuring post-project end continuity, partners will discuss options for the Facebook Page at the final partners' meeting.

Next Steps

The Dissemination Graph contains a list of major deliverables and events that occur until the project end. These should all be included in the Facebook Page, although more updates are welcome and left at the discretion of the partners. In addition to these, there are the names of the partners who will be responsible for providing EDEN with content for the Facebook Page each month. Each partner will be responsible for 3 full months, over the next 24-month period.

TWITTER

Twitter is a microblogging tool that allows sending short messages to tell the world what you're doing, thinking, reading or whatever else you feel like saying. The service allows following people and be followed by people. The people you follow will form your network and their updates will appear on your Twitter homepage. The people who follow you have chosen to have you in their network and see your updates. However, Twitter is asynchronous. You don't need to follow everyone who follows you. So you may be in my network but I don't have to be in yours.

We get started by creating an account. DIGISKILLS will be the username: that will make it easier for them to find and follow you.

Biography: It helps people to decide whether they should follow you.

Tweet: It should go in the box underneath the question "What are you doing?" and it must be 140 characters or fewer. Soon you'll start building your network and you'll want to have something on your page when your first visitors arrive. We will to post something that, in conjunction with your biography, will give people a reason to follow you. Posts need to be followed up and relevant. Posting links to the most interesting article you've read recently, builds interest.

Networking on Twitter

As a start, we look for friends and colleagues who are already using the site by clicking 'find people' at the top of the page. When you find someone who you want to add to your network, click on their name to see their page and then click 'follow'.

Following people is the easiest way to let them know you are there and some of them will soon start following you in return. Our page will display a count of the number of people following you and the numbers you are following. One can stop following people in the network at any time by going to their page, clicking 'following' and then clicking 'remove'.

Each time we find someone we want to follow we take a look at whom they are following. Adding anyone who looks interesting and even a few people you aren't sure about, makes a big

difference in networking. We will try to add around 100 people so that we have a busy network. Remember – you can prune your network as you get a feel for who's who.

There may be lots of people talking about a particular topic but unless they are in our network or send you a reply you won't even know they're there. This is where hashtags come in. By adding# and then a keyword, lots of unconnected people can join a conversation. These tweets are sometimes collated at specific sites but can easily be found using the Twitter search engine. A message can be saved to read later or just for posterity by clicking the star that appears when one hovers the cursor over it.

Twitter statistics can be stored by e.g. Tweetstats. It will tell you how often you tweet, when you tweet and what you talk about. There are lots more tools. Mashable has a good selection.

Annex 1: Event Reporting Form

DIGISKILLS project

Short description of the Event

Please quote the **title** of the event as well as **where it took place**, the **dates** it was held and the **number of participants** that attended.

If possible, please also give a short description of the event and a **URL** for further details. Were there any printed or electronic **publications** that are available for dissemination and/or reference?

Highlighted stakeholders participating

Please, list here any stakeholders or represented institutions of key relevance to the DIGISKILLS project that were attending the Event.

Input and Outcomes

What DIGISKILLS related **topics**, **themes** and (intermediary) **products** have been presented and **discussed** during the event? What useful **feedback** has been given by the participants?

Please list the institutions and/or individuals who expressed their interest in following the DIGISKILLS developments specify how:

> to be informed of the DIGISKILLS tools

> to participate in the DIGISKILLS events, final conference

If possible, please also give contact details.

Annex 2. DIGISKILLS Dissemination Planning/Reporting Template

The subjects of dissemination and networking in DIGISKILLS are the results achieved throughout the project lifetime. The dissemination activities are based on the Dissemination Graph which was developed in the beginning of the project and is now being updated. The implementation of planned activities is the responsibility of all partners.

Please, give details on the dissemination activity as below:
1. *Target group numbers identified on the basis of: number of participants at project events, number of leaflets/posters disseminated, number of web-site visits, etc.*
2. *Completed events with feedback*
3. *Downloads, visitor number, feedback in case of web events*
4. *Number of publications*
5. *Ratio of results and resources spent*

1 Full name of partner

PLEASE, COPY/PASTE THE TABLE BELOW AS MANY TIMES AS MANY SINGLE ACTIONS YOU PLAN/COMPLETED IN DISSEMINATION AND IN NETWORKING AREA.

YOU MAY USE THE DISSEMINATION GRAPH FOR PLANNING.

1.1.1 NAME OF ACTION

Date (of event, in case of printed and online publication: date of appearance)	
Related Publication:	Weblink, title, issue date, author-editor, year of publication, reference
Number of Participants/readers/hits on weblink, webstatistics:	
Stakeholders targeted:	Please select, and delete the not relevant groups:

	European Commission *teacher* *trainers* *academics* *students* *pupils* *Research Community* *Local/national/international Press*
Type of Activity:	Please select, and delete the NOT relevant activities. Add categories if not listed: - Content on project platform - Content on partners' websites; - electronic newsletters; - printed newsletters - Info sent on mailing lists; - Recruitment of new network members; - Distribution of printed flyers and borchures - Academic/Scientific Publications; - Publications in relevant community publications; - Articles/news in other organisation's publications - Content published via Online Social Networking - Presentation at major conferences and exhibitions; - Synergies with other EU funded projects acting on this line; - Policy visits dedicated to the project; - International Conferences/Workshops/Seminars dedicated to the project; - Face-to-face project events (international and national project workshops, formal and informal meetings with target group representatives); - Press release - Press conference - Training related announcements - Final Conference
Venue/location:	Please, add exact venue, or in case of online action, add the direct weblink here
Topic:	Please, describe here the topic of the action (e.g. in case of conferences, the title and domain of the conference)
Related WP deliverable/outcome:	Please, add which WP's outcomes/products were disseminated
Actions:	Please, give detailed description of this activity.

	In case the activity related to e-mailing, please give details on: type of information (press release, invitation to an events, etc.)
Feedback:	Please, describe how you collect feedback and what feedback you received
Information sent for Target Groups:	Please select all choices you use to inform the target groups about the above described activity: • Via e-mail • Via post • Via telephone • Via CARER+ website • Via CARER+ newsletter • Via own website • Via own newsletter • Via online networking tools (please specify) • Personally • Posting info at other organisation's channels (e-mail list, newsletters, etc.) • Formal/informal meeting • Presenting at international events • Presenting at national events • Presenting at local events • Organising information events • Press conference • Policy visit • Other (please specify)
What kind of support would you need /did you get from the Project Partners for this activity?	

Annex 3 DIGISKILLS Dissemination Graph

[Click here to access the online version](#)