

Deliverable D6.1: Dissemination Strategy and Plan

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1.0 Introduction

Ecosystem services (ES) and natural capital (NC) offer compelling means by which to re-frame environmental resource use. OPERAs aims to facilitate the application of ES and NC science in policy and practice. Dissemination is critically important to the project's aims as a means of maximising the impact of the project results for a wide range of stakeholders.

The OPERAs project will develop targeted dissemination strategies for specific groups. It will invest in novel communication methods such as social media, webinars, the development of short films, and journalist field trips. The project strives to go beyond conventional dissemination, which attempts to make research results available to a wider audience, with a focus on one-way communication.

This deliverable outlines the OPERAs dissemination strategy, which will help ensure that research results are useful to the user community, taking account of feedback received from key stakeholders. The OPERAs approach to outreach places an emphasis on two-way communication. It also focuses on strategies which allow us to gain an understanding of our audience, so as to develop tailored approaches to dissemination.

OPERAs has dissemination and outreach written into the project design throughout its work packages (WP). The WP6 (Outreach and Dissemination) activities described in this deliverable therefore cannot be seen in isolation from activities in other work packages, particularly WP4 (Instruments) and WP5 (Resource Hub), and the overarching OPERAs research design. Specific examples of the latter include the extensive stakeholder engagement in WP2 (Practice) and WP5.

1.1 Collaboration with OpenNESS

Since conception, the OPERAs and OpenNESS plans for collaboration have strengthened. As a result of this, the major final output of both projects will now be merged to produce a unified end product. The OPERAs resource hub and the OpenNESS clearing house will be replaced as the two projects work together on a 'Common Platform'.

This has major implications for the dissemination strategies of both projects. A significant portion of the OPERAs dissemination effort was aimed at promoting the resource hub. In response to this, both Outreach WP project leaders will meet every two months (via Skype) to discuss collaboration and to ensure dissemination activities can be streamlined in view of the emerging thinking on the 'Common Platform'¹.

¹ In this deliverable 'Resource Hub' is used, as this is the wording in the OPERAs DoW. However, in all cases we refer to the 'Common Platform', which will be developed collaboratively between OPERAs and OpenNESS.

1.2 Report Structure

We have identified four overarching objectives for the project dissemination, which will be used to structure this report:

1. Identify and connect with target audiences
2. Promote OPERAs and establish an Ecosystem Services Community
3. Disseminate project results to the scientific community
4. Promote the resource hub

Chapters 2-5 will outline how the dissemination plan will support these four objectives. Chapter 6 subsequently provides an overview of the planned activities, and their timing. The report ends with a series of independent appendices that will be placed on the internal project website and updated regularly. These include: a documents outlining partners' dissemination responsibilities (Appendix 1); Social media guidance (Appendix 2); branding guidance (Appendix 3); and an overview of the planned collaboration with the OpenNESS project (Appendix 4.).

Management: Many dissemination activities need further consideration, especially given the close collaboration with the OpenNESS project on the development of the resource hub. This report will therefore be included as an Appendix to the Research Implementation Plan (RIP) and updated at each reporting period (M18, M36, M48).

2.0 Connecting with Target Audiences

2.1 Defining Target Audiences

The potential target audiences for OPERAs are vast; therefore activities to connect to stakeholders should be targeted. In order for the project to achieve the greatest impact, efforts should be directed towards specific audiences. Owing to the volume of potential stakeholders we will need to be selective and prioritise our activities to connect with users of the resource hub.

The resource hub will be developed in collaboration with the OpenNESS project (See Chapter 5 and Appendix 4). During a joint workshop between both projects the following four groups were identified as our potential target audiences:

- I. Public/policy making/implementation (local/regional/national government, trans-boundary organisations, EU/commission, international conventions, intergovernmental organisations, associations of spatial planners, developers, and land managers)
- II. Private sector (trade associations, professional associations, environmental consultants, multi-nationals, small- and medium-sized enterprises, certification groups)
- III. NGOs/civil society (charities, regulators, environmental and conservation organisations, landowner associations, citizens)
- IV. Academic (teachers, students, researchers, innovators, learned societies, professional educators)

OPERAs aims to connect with these four overarching groups. To achieve maximum impacts we will prioritise tailored efforts to more specific sub-categories. The focus of these sub-categories forms part of on-going discussions between OPERAs and OpenNESS.

Management: Target groups will be refined and prioritised as part of the resource hub / common platform scoping exercise (WP5). This section will be updated as this activity evolves.

2.2 Social Media

Social media is being employed in recognition of its potential for dissemination and to help build an engaged audience around OPERAs outputs. The project has active Twitter, LinkedIn, Youtube and Facebook accounts to target the potential stakeholders that utilise each platform.

Efforts will be made to establish a successful online identity for the project via social media and blogging activity. The project aims to build a large, engaged audience, whom we hope to be transferable to outputs such as the resource hub. PIWIK analytics will run on the website to gain an understanding of how stakeholders engage with OPERAs online (monitoring downloads, page views etc.). This information will be used to inform development of the resource hub.

To ensure that all social media activity is coherent, relevant and accountable to the OPERAs dissemination strategy, a key performance indicator analysis has recently been undertaken, in addition a delivery plan and user guidance have been produced, all of which together form the first draft of the OPERAs social media strategy (see appendice 2).

Social media provides a public platform from which OPERAs and OpenNESS can publicly engage to demonstrate collaboration and to further the reach of each project's outputs.

2.3 Specific Planned Activities

OPERAs has a number of planned activities to ensure the project connects with our target audiences. Plans for many of these activities will be refined in response to further elaboration of the resource hub scoping activities (detailed in the management paragraphs).

2.3.1 User Board (WP5)

A user board of 25 carefully selected stakeholders will meet annually to help identify stakeholder communities, and increase our understanding user interest and needs. The user board will reflect the OPERAs project target groups is organised and professionally facilitated by Prospex. The first meeting will take place on the 28th November 2013.

Management: Outcomes of the User Board process (WP5) will be used to refine the dissemination strategy.

2.3.2 Training workshops, training material and webinars

A training programme will connect practitioners with the knowledge of tool developers and tool application experts. The training programme will include on-line and in-person events to inform practitioners about relevant tools; customised training materials about tools; choice guidance materials for selecting appropriate tools; and a webinar series highlighting key tools and their application in exemplars.

Management: WCMC has a €75,000 budget for developing training material and organising training workshops (e.g. to cover venue hire) in the final year of the project (ie 2017). Full plans for these activities will be developed in collaboration with WP5 and OpenNESS and included in future updates of the dissemination strategy.

2.3.4 Final conference (D6.6)

A Peer-to-Peer exchange conference will be organised, in collaboration with the OpenNESS project, to demonstrate the outputs of both projects and to strengthen the Ecosystem Services Community. The conference will involve ES/NC practitioners and policy makers and will provide a peer-to-peer learning opportunity based on the full richness of the OPERAS outputs.

WCMC will lead the organisation of the conference and take responsibility for the logistics, but all OPERAs partners are expected to contribute to presentations and the provision of training materials. The Exemplars will be presented along with key project outputs, such as the resource hub. This conference will be the major closing activity of the project, and will bring together a large part of the OPERAs Community of Excellence (CoE).

Management: Collaboration with OpenNESS is in its early stages, and will be explored further over the coming year to outline responsibilities and timing. WCMC leads this activity form OPERAs and has a €50,000 budget for the conference organisation, which includes venue hire, promotion and invited speakers. A detailed outline of the conference will be in the updated dissemination plan that will be part of Month 36 RIP (D1.4).

3.0 Promotion of OPERAs

3.1 Branding

A professional brand has been established for OPERAs, by the SME Countryside, along with a promotional project flyer, business cards and pop-up banners (detailed brand guidance Appendix 3). The brand forms the basis of the newly launched website and a range of branded templates for:

- PowerPoint presentations
- academic posters
- promotional posters
- letters
- policy briefs
- project reports

The OPERAs brand will always be used in conjunction with the European Commission logos. Any dissemination activities and publications in the project, including the project website will:

- I. specify that the project has received European Commission research funding; and,
- II. display the European emblem - when displayed in association with a logo, the European emblem will be given appropriate prominence.
- III. display the FP7 logo (which may be used by third parties provided this is not likely to imply that the user is acting on behalf of the Commission when they are not or linked to aims or activities incompatible with the principles and objectives of the European Union).

Management: UEDIN holds the budget for subcontracting branding (€25k science writing to make research results accessible (€15k) and promotional material (€20k) and other printing costs (€20k).

3.2 Social Media

There is mounting evidence to suggest that an active online presence may directly impact uptake of academic outputs. Tweeting and blogging have been found to lead to increased article downloads. In several studies, Twitter mentions were positively correlated with rapid article downloads and citations. It has been reported that highly tweeted journal articles were 11 times more likely to be highly cited versus articles without strong social media coverage (Eysenbach, 2013).

OPERAs recognises the potential this holds for promotion of its scientific outputs in addition to all other activity and as such will employ social media and blogging to promote project activities and brand identity. Partners will be expected to contribute to a 'guest blog' to provide an accessible voice for the project both to attract stakeholders that might not traditionally engage with scientific projects and to increase visibility and project outreach.

3.3 Specific Planned Activities

WP6 will comprise significant outreach activities aimed at building the European Ecosystem Services Community. These include tailored promotional material, short promotional events for business leaders and senior policy makers, and developing a series of training workshops and webinars for professionals.

Management: The currently planned collaboration with OpenNESS means that all activities that feed into the resource hub will need to be carefully coordinated with the final plans.

3.3.1 Journalist field trip

Field tours with journalists will be organised to the Lower Danube exemplar case studies to support the dissemination of best-practice examples. There is a crucial role here for the SME and NGO partners in applying the new knowledge, methods and instruments in practical applications with stakeholders.

Management: WWF Bulgaria has a €10,000 budget and WWF Romania €12,000 to organise a journalist fieldtrip. WWF Bulgaria and WWF Romania will develop initial plans for the fieldtrips in D1.3 (Month 18, May 2013)

3.3.2 Short films (D6.2 & D6.4)

OPERAs will develop a range of films to communicate concepts and describe tools and instruments, which includes two formal deliverables.

A first set of short films (D6.2) describe the underlying issues in operationalising the ES/NC concept were recorded during the kick-off meeting and are currently available on the OPERAs website and the project's dedicated YouTube channel.

The second set of short films will describe the resource hub and the instruments and other materials available within it and will be completed in Month 50 (January 2017). These films will be incorporated within the resource hub and made available through the OPERAs website.

In addition to these deliverables we plan to subcontract a series of short animations and to record a series of lectures.

Management: UEDIN has a €60,000 budget to subcontract filming.

Plans for the second set of short films will be developed in collaboration with OpenNESS, WP4 and WP5 and will be included in the Month 36 updated RIP.

3.3.3 Policy Briefs (D6.3)

OPERAs will also produce policy briefs, press releases and short contributions to the popular press. Target groups for these activities include business organisations and their representatives Europe-wide, community representatives, local authorities and planners, licensing agencies and, through journalists, the European public. To increase impact and avoid confusion, OPERAs and OpenNESS will prepare joint press releases where possible, and will inform each other

For example, a policy brief on the resource hub following its launch will help in communicating OPERAs activities and assist in building the Community of Excellence (Month 32- July 2015).

Management of dissemination: WCMC will produce the Policy Brief on the resource hub (D6.3, Month 32- July 2015) while the Policy Brief of existing and emerging policy needs and opportunities (D4.1, Month 16- March 2014) will be produced by IEEP.

3.3.4 Summer School (D6.5)

In consultation with OpenNESS it has been agreed that OPERAs will make an annual contribution to the AlterNET summer schools in 2014 and 2015. If the AlterNET summer schools continue after this period, and the collaboration is successful, then we will continue this model and use the remaining funds reserved in OPERAs to develop other workshop or training activities to support the resource

hub. If AlterNET is unable to organise future workshops, then we will revisit how we can best use the remaining project resources to develop other training events for your researchers.

Management: CNRS leads this activity and will contribute to the AlterNET summer school organisation. The plan will be reviewed in 2015 to explore the best use of the reserved resources.

4.0 Scientific Dissemination

4.1 Publications and open access

It is important to have an overview of the scientific dissemination activities, to promote them on the OPERAs website and through social media, and to ensure OPERAs is represented at key scientific events. Furthermore, there are accessibility, branding and funding requirements, which must be adhered to.

4.1.1 Open access publishing

The academic partners in the OPERAs consortium strive to publish their results in high impact scientific peer-reviewed journals. OPERAs advocates open access publishing as part of the consortium agreement. Publishing in Open Access journals is encouraged, and where this is not possible authors are required to use self-archiving options.

4.1.2 Data access

OPERAs will implement “unrestricted online access to EU-funded research results” (ftp://ftp.cordis.europa.eu/pub/fp7/docs/project_reporting_en.pdf) giving access to peer reviewed results after an initial embargo of 6-12 months. The design of the resource hub aims at full open access to OPERAs outputs including research results, data, tools and best practice guidelines.

Management: A separate document with ‘Expectations and Responsibilities’ will be prepared by the PMT and distributed among partners and place on the project website. The PMT will check whether project partners adhere to this list. An outline is included as Appendix 1.

4.2 Conferences, workshops and lectures

OPERAs partners will disseminate project aims through their involvement in national, European and global research networks, and participation in international conferences. OPERAs symposia will be organised at key conferences. The first symposium, in collaboration with OpenNESS is planned at the European conference of the International Association for Landscape Ecology (IALE), which will be held in Manchester in September 2013.

OPERAs and OpenNESS will jointly organise a final conference, as explained in section 2.3.

Management: Partners are expected to disseminate their OPERAs research at conferences and workshops. The DMT will maintain a record of conference and workshop contribution of consortium

partners. The PMT will discuss dissemination opportunities, and during consortium meetings dissemination will be part of the agenda. The news section of the OPERAs website will highlight recent activities.

4.3 Promoting the resource hub

As outlined in the introduction, OPERAs and OpenNESS will jointly develop a resource hub, along with a business plan that will ensure the platform's continuation after the projects' end. Currently discussions are focused on the resource hub forming an independent entity, with its own brand. The legal form of this entity is as yet undecided. It may be a charitable or a non-profit organisation, but it shall require a separate identity from the two projects regardless.

Both OPERAs and OpenNESS will be charged with promoting the resource hub. For OPERAs, promotional activities will be closely linked to those discussed in chapters 2 and 3. A strategy for promoting the resource hub will be devised when there is further clarity about its objective, users, contents and business model. These elements are all currently being explored. The process will be initiated through creating a brand identity for the resource hub.

Management: UEDIN will reallocate some budget to scope branding strategies for the resource hub.

4.4 Overview of activities and timing

The first 12 months have been busy establishing the OPERAs brand, developing the social-media strategies, and scoping collaboration with OpenNESS. Some of these activities are on-going, but in the coming six months the dissemination strategy should be largely in place.

Table 1 provides an over view of the recent activities and the planned activities until M18.

Table 2 provides a more extensive overview and synthesis of the OPERAs dissemination activities

5.0 Appendices

- Expectations and Responsibilities
- Social Media Guidance
- Branding Guidance
- Collaboration with OpenNESS

Table 1: Dissemination Gantt Chart (looking forward 18 months)

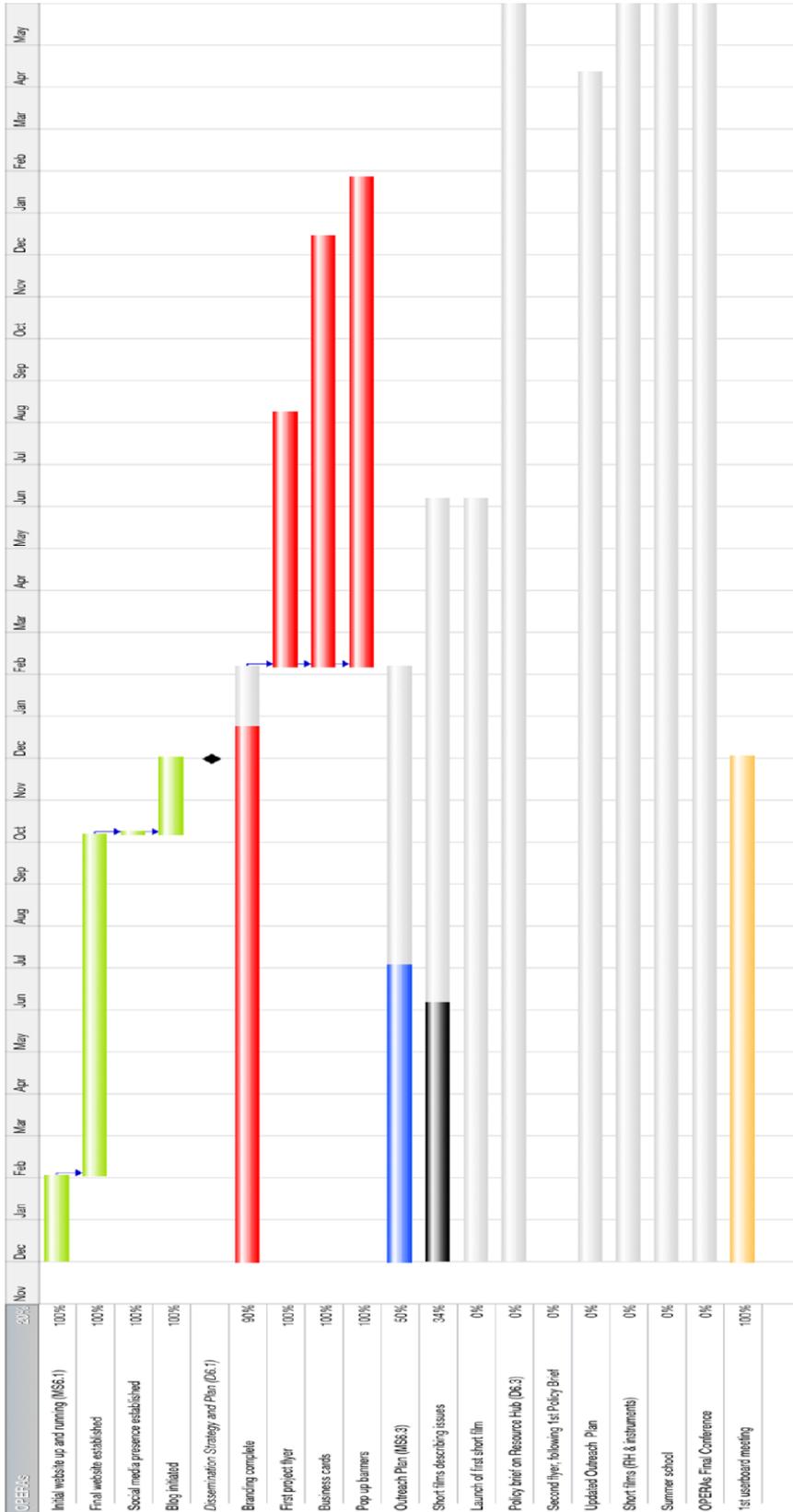


Table 2: Overview of activities and responsible parties by objective

Objective	Target Group	Activities	Who
Objective 1. Identify and connect with target audiences	All Stakeholders	Identify target audiences	Consortium
		Identify target sub-categories	Consortium
		Social Media	Kate
		User Board	Prospex
		Training Workshops, training materials and webinars	WCMC
		Final Conference	
Objective 2. Promote OPERAs and help establish an Ecosystem Services Community	1. Public/Policy Making/Implementation 2. Private Sector 3. NGOs/Civil Society 4. Academic	Branding	Countryscape
		Brand Guidance	Kate
		Social Media / Website	WWF
		Journalistic Field Trip	UEDIN
		Short Films	WCMC / IEEP
		Policy Briefs	CNRS
		Summer School	
Objective 3. Disseminate project results to the scientific community	Academic	Open access publishing	Consortium - overseen by PMT
		Data Access	Consortium - overseen by PMT
		Conferences	Consortium - overseen by DMT
		Workshops / Lectures	Consortium - overseen by DMT
Objective 4. Promote the Resource Hub	All stakeholders	Website	Kate
		Social Media	Kate
		Other measures, method tbc.	OPERAs & OpenNESS

6.0 Appendix 1 Outreach expectations and responsibilities (draft)

OPERAs will develop a short document outlining everyone's Outreach Expectations and Responsibilities. The document needs to be discussed in the Project Management Team before being finalised. This appendix summarises the main points that will be included.

1. Responsibility to contribute Outreach and Dissemination

All partners are expected to contribute to scientific dissemination and wider outreach activities to promote OPERAs and engage with the wider stakeholder communities. Expected contributions include:

- Promote OPERAs using the flyers and business cards
- Use OPERAs templates (posters, powerpoint, when presenting OPERAs outcomes)
- Provide input to stakeholder workshop when requested
- Contribute content to the website promoting activities
- Contribute to the OPERAs social media strategy
- Report all outreach activities to the OPERAs coordinators
- Report all scientific dissemination activities (e.g. journal and conference papers) to the OPERAs coordinators

2. Acknowledgements

All partners are responsible for correctly acknowledging OPERAs and the EC funding. Specifically, partners must:

- I. specify that the project has received European Commission research funding; and,
- II. display the European emblem - when displayed in association with a logo, the European emblem will be given appropriate prominence.
- III. display the FP7 logo (which may be used by third parties provided this is not likely to imply that the user is acting on behalf of the Commission when they are not or linked to aims or activities incompatible with the principles and objectives of the European Union).

All publications will include the following statement (from GA art.II.30.4): "The research leading to these results has received funding from the European Commission Seventh Framework Programme under Grant Agreement No. FP7-ENV-2012-308393-2 (OPERAs)."

3. Open access publishing

Partners are required to fund open access publication through their own budget. Links to all relevant papers will also be made through the OPERAs website.

4. Unrestricted online access to research outputs

OPERAs is committed to making all research data generated by the project accessible. It is ultimately the partners' responsibility to ensure they comply with this clause of the consortium agreement.

7.0 Appendix 2 Social Media Guidance

7.1 Social Media Key Performance Indicator (Draft)

Overall Objectives	Goals	KPIs	Metric	Deliverables								
Disseminate OPERAs project results for Science, Policy and Practice	Identify and connect with target audiences	Increase in Followers and Likes from target groups	# Likes on FB # followers on twitter # Group members LinkedIn	Online Engagement Strategy (establish defined groups) Facilitate participation from guest Tweeters, Bloggers etc. Monthly, quarterly targets								
				Increase in website views from target groups	Weekly Analytics Reports. Visitor reach etc. Engage with Twitter and signpost to website content Blog and news content from range of contributors with diverse audience							
					Evidence of dialogue with target groups	Geography of Visitors Key Word Entry Search Ranking # of comments interaction rates # discussion threads Unique visitors / Reach						
						High volume of blog shares from diverse groups	# blog shares # comments # citations					
							Evidence of downloads of specific materials	# downloads				
								Diverse website users	# unique visitors Key Word Entry Online acceptances			
									Events Sign-up	# likes/ comments/ retweets/ shares # responses answered by OPERAs		
										achieve High level of response to digital activity	Benchmarking / Targets # likes/ comments/ retweets/ shares	
											increase number of shares, likes, retweets	Benchmarking / Targets # Views / Shares # Featured locations
												increase blog readership
achieve citations in other blogs/ News	# emails to info@operas # likes/ comments/ retweets/ shares											
	Increase in volume of OPERAs enquiries	# collaborative media outputs # associated groups#members										
		Increase Collaboration	# citations (difficult to attribute to soc med) promotion # downloads (possible to monitor with Bitly)									
			Establishment of Networks/Community	# scientific institutions subscribing to soc med channels #page views time spent on pages with academic results #downloads promotion from other scientific institutions # shares /likes/ retweets								
				Promote OPERAs and establish an Ecosystem Services Community	# online articles # references page views # bitly url clicks							
					Disseminate project results to the scientific community	Well managed groups and social media sites Promotion Strategy Consortium engagement on promotion Shortened URLs attributable to soc med PWIK monitoring website Engage with Twitter and signpost to website content PWIK monitoring website						
						Promote the resource hub (to be refined as project plans develop)	Press release submissions Current affair response strategy PWIK monitoring website Shortened URLs attributable to soc med					

7.2 Guest Bloggers Guidelines

BLOG

Many thanks for being a guest contributor to the OPERAs Blog.

(i) Overview

The blog should be an enjoyable and relatively quick process that allows you to explore any relevant issue from your own perspective.

The blog is an excellent means by which to raise the profile of the OPERAs project – it;

- Gets the word out about aspects of research in an informal/accessible style
- Engages a new audience
- Encourages dialogue
- Facilitates knowledge transfer / visibility / awareness
- Establishes a name for the project
- Establishes an expert presence
- Hopefully attracts further collaborators

I have included subject guidance below; any topic is acceptable, however please be mindful that the piece will be published on behalf of the OPERAs project and as such requires a sense of propriety!

(ii) Topic

The topic of the blog can be based on any of the following:

- a topical, current or controversial subject
- the author's area of research
- an area connected to but not directly associated with the authors research
- a passion, interest or burning issue close to the author's heart
- an informal insight into the practical workings of the OPERAs project

(iii) Blog Format

- The blog should be no more than 1 x A4 page (or ~300-500 words)
- The editing team will check over the submission and may make some suggestions, if so, they shall return it to the author for confirmation
- The editing team would be grateful for links to photos, images or animations, short films or anything that can help the audience connect with the subject

(iv) Target Audience

The target audience includes policy makers, scientists, practitioners and any other stakeholder with an interested in our subject matter. As such we ask you to write the article in such a way that those who are not familiar with your academic field will not be excluded (clear language, defined terms etc.).

(v) Further Guidance

I have selected three really good examples of different blog types (if you have more examples then let us know!). If you feel like you would like some inspiration then please visit these pages.

<http://ihurerblog.org/>

<http://www.rspb.org.uk/community/getinvolved/b/specialplaces/archive/2013/10/02/an-inspiring-day.aspx>

<http://blog.cifor.org/>

If you have any questions, then please don't hesitate to contact Kate – kate.morrison@ed.ac.uk

7.3 Guest Tweeter Guidelines

TWITTER

Many thanks for being a guest contributor to the OPERAs Twitter stream.

(i) Overview

Guest 'Tweeting' should be an enjoyable and time-limited process that allows you to explore any relevant issue from your own perspective.

For those new to the process: Twitter (<http://twitter.com>) is a micro-blogging social network which limits posts to 140 characters. Twitter is useful for engaging with current affairs, accessing a customised news stream, building and maintaining communities and entering into a dialogue with these community members. Tweets can be aggregated by topic by use of hashtags(#). A specific hashtag can be created for an event, such as a conference.

Guest Tweeters are an excellent means by which to raise the profile of the OPERAs project - it;

- Gets the word out about aspects of research in concise style
- Engages a new audience
- Encourages dialogue
- Facilitates knowledge transfer / visibility / awareness
- Establishes a name for the project
- Establishes an expert presence
- Hopefully attracts further collaborators
- Establishes links with scientific peers

I have included subject guidance below; any topic is acceptable, however please be mindful that you are tweeting on behalf of the OPERAs project and as such are required to maintain a sense of propriety!

(ii) Topic

The topic of your Guest Tweeting session can be based on any of the following:

- a topical, current or controversial subject
- the author's area of research
- an area connected to but not directly associated with the authors research
- a passion, interest or burning issue close to the author's heart
- an informal insight into the practical workings of the OPERAs project

(iii) Guest Appearance Format

- Your slot should be pre-determined before starting to ensure effective marketing
- General Topic for discussion should be submitted to attract an audience
- Please assume a small audience and as such prepare some material in case there is minimal engagement

(iv) Target Audience

The target audience includes policy makers, scientists, practitioners and any other stakeholder with an interest in our subject matter. As such we ask you to write the article in such a way that those who are not familiar with your academic field will not be excluded (clear language, defined terms etc.).

(v) Further Guidance

If you have any questions, or you feel you'd like some guidance on what a successful guest session looks like, or on how Twitter actually works then please don't hesitate to contact Kate – kate.morrison@ed.ac.uk

7.4 Social Media Planner

2013 Editorial Calendar		Sun	Mon	Tue	Wed	Thu	Fri	Sat
Month	Week	<i>Post Topic</i>						
January	1-Jan							
<i>Month topic</i>	6-Jan							
	13-Jan							
	20-Jan							
	27-Jan							
February	3-Feb							
<i>Month topic</i>	10-Feb							
	17-Feb							
	24-Feb							
March	3-Mar							
<i>Month topic</i>	10-Mar							
	17-Mar							
	24-Mar							
April	31-Mar							
<i>Month topic</i>	7-Apr							
	14-Apr							
	21-Apr							
	28-Apr							
May	5-May							
<i>Month topic</i>	12-May							
	19-May							
	26-May							
June	2-Jun							
<i>Month topic</i>	9-Jun							
	16-Jun							
	23-Jun							
July	30-Jun							
<i>Month topic</i>	7-Jul							
	14-Jul							
	21-Jul							
	28-Jul							
August	4-Aug							
<i>Month topic</i>	11-Aug							
	18-Aug							
	25-Aug							
September	1-Sep							
<i>Month topic</i>	8-Sep							
	15-Sep							
	22-Sep							
	29-Sep							
October	6-Oct							
<i>Introducing...</i>	13-Oct							
	20-Oct							
	27-Oct							

November	3-Nov							
<i>Month topic</i>	10-Nov							
	17-Nov							
	24-Nov							
December	1-Dec							
<i>Month topic</i>	8-Dec							
	15-Dec							
	22-Dec							
	29-Dec							

8.0 Appendix 3 Branding Guidance

The OPERAs branding guidance can be accessed here <http://operas-project.eu/brand>. An up-to-date document will be added once the final edit is completed.

9.0 Appendix 4 OPERAs and OpenNESS Collaboration

9.1 OpenNESS and OPERAs dissemination activities

Dissemination activity	What OpenNESS does	What OPERAs does	What we can do jointly
Dissemination plan	First draft produced 10 August 2013	In progress	Exchange plans and explore synergy (the current document)
Stakeholder involvement plan	Draft available (WP6) and circulated for input to all WPs	In development (check with Prospex)	Exchange plans and approach stakeholders jointly where possible
Targeted information meetings	Presentations and dialogue with EC representatives	Presentations and dialogue with EC representatives	Hold such meetings jointly
Website	Version 1 published December 2012	Version 1 published December 2012 Updated Version published Oct 2013	When resource hub is launched, consider harmonizing website design and content
Newsletter	Newsflashes on website; RSS feed under development; digital newsletter being explored	Method established.	Communication managers to review each other's newsletters prior to publication, to ensure that messages are harmonized.
Video messages		Introductory 'Talking Heads' Videos complete and available on Youtube Channel and via website	Inform each other of produced videos
Social media strategy	To be developed	In progress. User Guidelines, Content Planner and KPI Framework Complete	Share each other's plans and identify possible joint actions
Facebook page	No page currently foreseen	OPERAsProject page active	'Share' and Endorse posts, Engage in online dialogue. Joint Promotion of events and outputs.

Twitter account		@OPERAsProject account active	'Retweet' and engage in dialogue. Joint Promotion of events and outputs.
LinkedIn group	Group set up for testing in June 2013; to be launched in September	OPERAs Project group active	Use one and the same group for the topic of both projects, not for the projects themselves, share management
Youtube channel		OPERAs Project Youtube Channel Active	Promote each others media.
Summer school	Contribute a day offered by OpenNESS to the ALTER-Net summer school as of 2014	In discussion with ALTERNET and OpenNESS about collaboration	Take part in organizing committee and ensure balanced programme with input of both projects
Internal newflash	Quarterly e-mail to all OpenNESS participants with updates on deliverables, milestones, events, etc.	Currently scoping design and format ideas	Include project coordinators and communication managers in dissemination list
Promote links from other sites to project website		In progresss	-
Press releases	Issue press releases on ad hoc basis. Develop press list.	Issue press releases on ad hoc basis. Develop press list.	Review press releases prior to submission. Share press lists.
Magazine articles	Identify potential magazines and potential items for publication. Coordinate submission by partners.	Identify potential magazines and potential items for publication. Coordinate submission by partners	Produce articles jointly or refer to each other where appropriate.
Peer-reviewed papers	Track published papers, share with each other, announce through website and newsletter, share	Track published papers, share with each other, announce through website and newsletter, share opportunities with	Include each other in dissemination list

	opportunities with participants, etc.	participants, etc.	
Resource hub		Support promotion and branding of the 'common platform'	Joint meetings 4-5 Sep 2013 and 12-13 Nov 2013
Participation at events	Identify and share possible events to attend and to profile OpenNESS. Support profiling by PowerPoints, posters, flyers, etc.	Online events calendar almost complete, will include internal and external events and will further promote these through social media sites	
Journal special issue	Special issues team to be established	At least one open source special issue to be published with project results	Merge special issues teams
Final conference	Planned at end of project (and halfway?)	Planned at end of project; and a peer-peer conference eaimed at stakeholders	Organize jointly
Policy briefs	Identify possible topics for policy briefs; coordinate productions; send and present to target group	Several Policy Briefs have been drafted, more to be completed.	Produce jointly
Flyer, poster	Poster produced and available for dissemination	Several posters produced for elements of the project. Flyers in design.	
Contribute to external newsletters, fora, etc.		Strategy to be created	
TV and radio presence		Strategy to be created	