



University of Salento
Communication & SMM
for IBTIKAR Project



COMMUNICATION and elements of SOCIAL MEDIA MANAGEMENT



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Lesson 1

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Summary

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- *Introduction: the importance of adopting a multi-channel, multi-audience approach to dissemination, in which all the partners are involved.*
- *The identification of the **target audiences** for dissemination and the awareness activities. These audiences have to be addressed through special focused activities at various stages of the project work.*
- *The **dissemination plan**.* 
- *Establishment and maintenance of **the public website**, that can be considered the window to the activity and its theoretical and technological achievements.*

Summary

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- *Demonstration activities and participation in related conferences, exhibitions and other related. Direct organization of workshops and summer schools. Publications plan in scientific journals and conference proceedings.*
- *Presentation of the results to **a non-scientific audience** by press releases and popular science journals and by participation in national and international fairs.*
- *Active policy in **social media, digital media and press release.***
- *Use of modern communication channels such as **Youtube, Facebook, Instagram, Twitter and blogs.***

The basic rule

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Communication measures

- **Adequate** to promote the project and its findings throughout the full lifespan
- Strategically planned with **clear objectives that will be used to reach out to target groups:**
 - ✓ **main message**
 - ✓ **tool(s)**
 - ✓ **channel(s)**
- To promote the project **beyond the project's own community**
- To communicate the research in a way that it is **understood by non-specialist**, e.g. the media and the public (e.g. media and public)

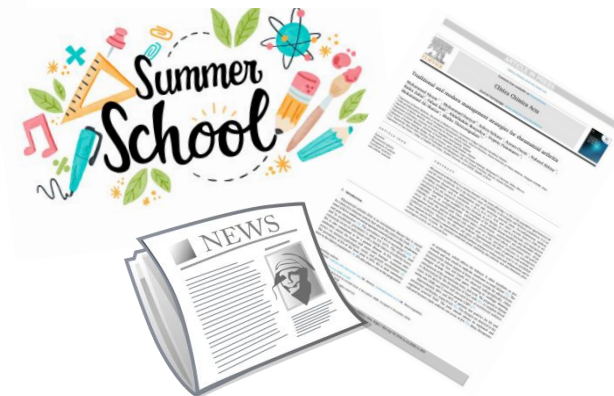
Introduction: the methods of communication

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The project partners aim at adopting a multi-channel, multi-audience approach to disseminate the results.

All the partners are involved, in order to maximize the project real-world impact.



It's important to highlight that all the partners are involved!

Introduction: the specific tasks

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In a nutshell, the plan of dissemination of the project consists of the following tasks:

- Establishment and maintenance of the project public website.*
- Demonstration activities and participation in related conferences, exhibitions and other related.*
- Direct organization of workshops and summer schools.*
- Publications plan in scientific journals and conference proceedings.*
- Active policy in social media, digital media and press release.*

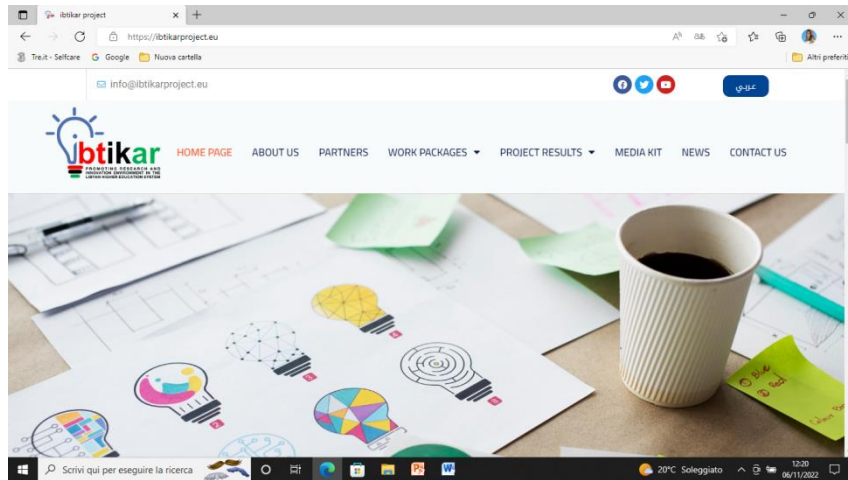
***The dissemination is not a support for scientific research,
but it's a real function and it has an autonomous value!***



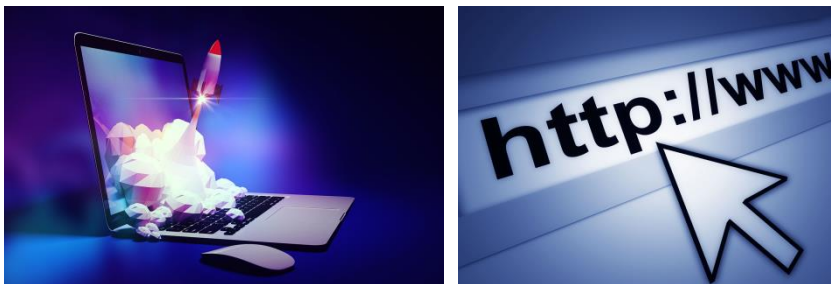


The website

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In the core of the project dissemination strategy are traditional channels of publications at scientific workshops, conferences, magazines and journals. Another important part in dissemination plan is the public website, as it serves as the window to the project and its theoretical and technological achievements.



The website is fundamental: it functions as a project dissemination tool and it is a first stop for the interested parties from outside the project.

The main steps

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There will be a **dissemination (or communication) Coordinator**, but all the partners will contribute to the dissemination of project results by the following main steps:

- **Publication of the project results in peer-reviewed high-level scientific journals (also gold and green open access)**
- **Presentation of the achieved results at international and national conferences and workshops;**
- **Presentation of the results to a non-scientific audience by press releases and popular science journals and by participation in national and international fairs;**
- **Use of modern communication channels such as Youtube, Instagram, Twitter and blogs.**

The Coordinator

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The **dissemination Coordinator** has strategic role in the project. The more he interact with the partners with targeted actions, the more the dissemination will be a successful topic!

The **“do to list”** of the Coordinator:

- He promotes the **harmony** between the partner and a internal communication which favorite the synergic cooperation;
- He chooses what has to be communicated and what no (sometime it's difficult to make this **choice**, but someone has to do! ...And someone has to take the charge of this **responsibility**...)
- He encourages the **active participation** of every partner to dissemination activities;

The main aim

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*The know-how acquired during the collaboration will be exploited by contact with the expert of that specific fields to achieve a diffusion of the results among the market actors and to promote a **real transfer** of project outputs in the **real world**.*

- *The project has to be promoted in order to maximize the impact.*
- *The project has a limited duration: it's fundamental to act for the transfer in the real life. (For example: an innovative sensor developed in the University, can find a company for the technological transfer and the prototype can be realized).*
- *The **Universities have to dialogue with the industries and the policy.***

The target

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The identified target audiences for dissemination and awareness activities is fundamental for the plan!

- **Example:** for a Project of an innovative sensor, the target audiences are the relevant industry sectors, such as the manufacturers of bioanalytical systems, as well as the research actors with a special focus in the development of sensors innovation.

These audiences are addressed through special focused activities at various stages of the project work.

The communication plan

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1) DEFINITION OF THE STRATEGY

- The Project in progress
- Build a communication strategy
- The risk of disinformation
- Analysis of critical factors
- Analysis of opportunities
- Analysis of the main targets
- Analysis of short, medium and long term actions
- Key messages

The strategy is the basic step to develop a communication plan: without a strategy there's no plan...without a plan there's no communication!

The communication plan

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2) OPERATIONAL PLANNING

- **Communication strategy**
- **Key elements**
- **A unifying and immediate concept**
- **Declinations of the concept**
- **Campaign plan**
- **The language**
- **Guidelines for the creation and management of communication outputs**
- **the website**
- **Video creation**
- **Contact point**
- **Promotional material**
- **Periodic newsletter**

The communication plan

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3) EVALUATION

- **Goals to achieve**

Through an adequately structured communication action, to be developed over few months, the aim is to achieve an optimal result in terms of communication, involving an increasingly vast audience through all available channels (press, social media, video production, itinerant promotional activities in the territory).

Moreover, the priority objective of communication is to strengthen the awareness among the stakeholders that their action represents, at different levels, an important piece of innovation.

Building a communication strategy (some general rules)

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It is fundamental to analyse the project in its specificities and its field of action.

The synergistic work and study of the experts involved, both in the academic and industrial world, is inextricably linked to the project's specificities.

The communication activity is aimed at rooting the action of innovation and change over time on the territory.

The arena of influence

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The goal is to create **an arena of influence** that follows and supports the progress and results of the project.

This is only possible through an appropriate promotion and awareness-raising action that uses all the channels available today (newspapers, TV, radio, websites, social networks, etc.).

The plot of the communication appears to be structured on **two levels**:

- One of promotion on the territory, through the realization of events involving local people (on one side the experts, on the other side the citizens).
- The other of intense and continuous work diffusion through the press and social media management, hopefully supported by project videos.

The communication strategy

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The aim is to enhance the network of Project partners in communicative terms: the actions to be taken in relation to communication are evaluated, from time to time, by the Project Manager (or the Communication Coordinator), who indicates to the Press and Communication Office the guidelines and methods of the intervention, having acknowledged the needs of the project.



The aim is to communicate the project's activities as a whole, harmoniously balancing the media exposure.

The communication strategy

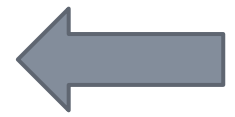
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In compliance with this hierarchy, the priority objectives of communication become:

- to **strengthen the awareness among stakeholders** that their action on the territory represents, at different levels, an important piece of innovation;
- to facilitate choices by enhancing the system's ability to relate internally and externally through a continuous mechanism of action and feedback between communication actors and the public.



In addition, it is auspicious to hit even wider targets, especially that of a public opinion that is not yet aware of the existence of the Project, nor of the opportunities that may arise from the consolidation of the innovation linked to it in the territory.



Key words (example)

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Here below a key words list, which will be useful for: logo creation; tone of voice; SEO, article writing and Social Media Management (AMTe@ch):

- **Additive Manufacturing**
- **Innovation**
- **E-Learning**
- **Digital Skills**
- **3d Printing**
- **Key enabling**
- **Technology**
- **Continuous vocational education**
- **Digital transformation**
- **SMEs**
- **Trainers Training**
- **Innovative Curricula**
- **Layer by Layer**
- **Sustainability**

The concept

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The unifying and immediate concept

In order to permit that communication is able to achieve the numerous and delicate prefixed tasks, or able to motivate both the main targets, just to push them to cooperation and constitute an element of relevance for the secondary ones, it's fundamental to develop a **creative concept**.

The concept

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The unifying and immediate concept

This concept constitutes a sort of **trademark** present on all the communication tools and it is capable of constituting the **recognition base-platform** through which all the communication actions envisaged by the plan can then be progressively activated, in relation to the specific reference targets.

The Project logo

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The project logo creates a well-distinguishable brand of the project.

The project logo is included in all materials and other documents concerning the project.



WiMUST

Widely scalable Mobile
Underwater Sonar Technology



TE@CH

ADDITIVE manufacturing academy
TO BOOST TRAINERS' COMPETENCES IN INDUSTRY



The language

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The choice of language, as required for communication addressed to a non-specialized public, must have as two priority:

- **the comprehensibility of the message**
- **the immediacy.**

Even if the topics dealt with are complex, the choice for communication workers is to translate simple but not reductive or trivial images into words, phrases, images.

Project Website

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- The project website is built based on state-of-the-art technology and web design to give the project a web presence.
- Since its launch, the website continues the development to increase the amount of information included.
- The project website is **one of the main dissemination tools** to communicate the project's objectives and outputs to the general public. The different sections gives a short description of its content and structure.

Project Website

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The website allows interested parties to get a **general overview of the project**.

Further on, it provides access to researchers and industry to specific information, newest results and happenings within and outside the consortium, and to the schedule towards the achievement of the project objectives.

Last, but not least the website presents the **staff** involved in the project. The website is structured in accordance to these principles.

The Website areas

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The WebSite contains the following areas:

- **Home** – includes a brief description of the project.
- **Project** – describes the project overview, fields of application and methods of evaluation.
- **Team** – a list of all partners, responsible persons and their role in the project.
- **News** – latest news about the project activities.
- **Publications** – up to date list of publications written by the consortium.
- **Downloads** – public dissemination materials available to download
- **Press Kit** – materials available to download
- **Press release** – materials available for consultation
- **Summer School** – page dedicated to the project Summer School

The Website areas

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A screenshot of a web browser displaying the WiMUST website. The browser's address bar shows 'wimust.eu'. The website header features the WiMUST logo, which consists of a square containing a stylized 'W' and a checkmark, followed by the text 'WiMUST Widely scalable Mobile Underwater Sonar Technology'. Below the header is a navigation menu with links for Home, Project, Team, News, Publications, Downloads, Summer School 2016, and Contact us. The main content area is divided into two columns. The left column contains a large image of a sonar transducer and a 'Welcome to WiMUST' section with a paragraph of text and a YouTube channel link. The right column contains a 'News' section with two news items, each with a small thumbnail image, and a 'New Video: WiMUST presentation' link. The browser's search bar is visible in the top right corner of the website.

The Project flyers

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The Project flyer has to be outlined, designed and produced by the Project partners and is available on the link “download” of the project web page.



- It contains the **key facts and figures** about the project, such as duration and funding, lists the project Partners and gives the **brief summary of project goals and objectives**.
- The flyer is **one of the disseminators** used for workshops, training sessions and demonstrations.



The Project flyers



WiMUST
Widely scalable Mobile
Underwater Sonar Technology



• Consortium

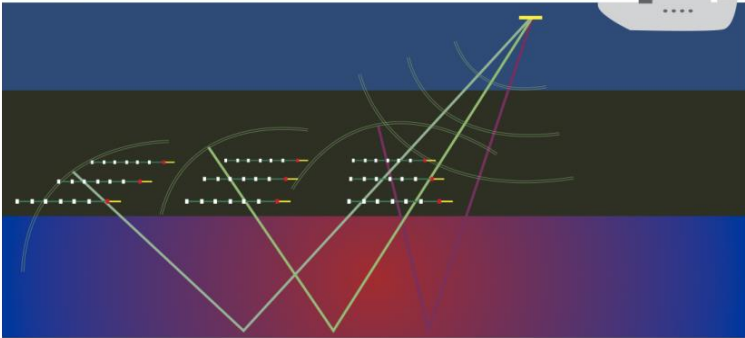
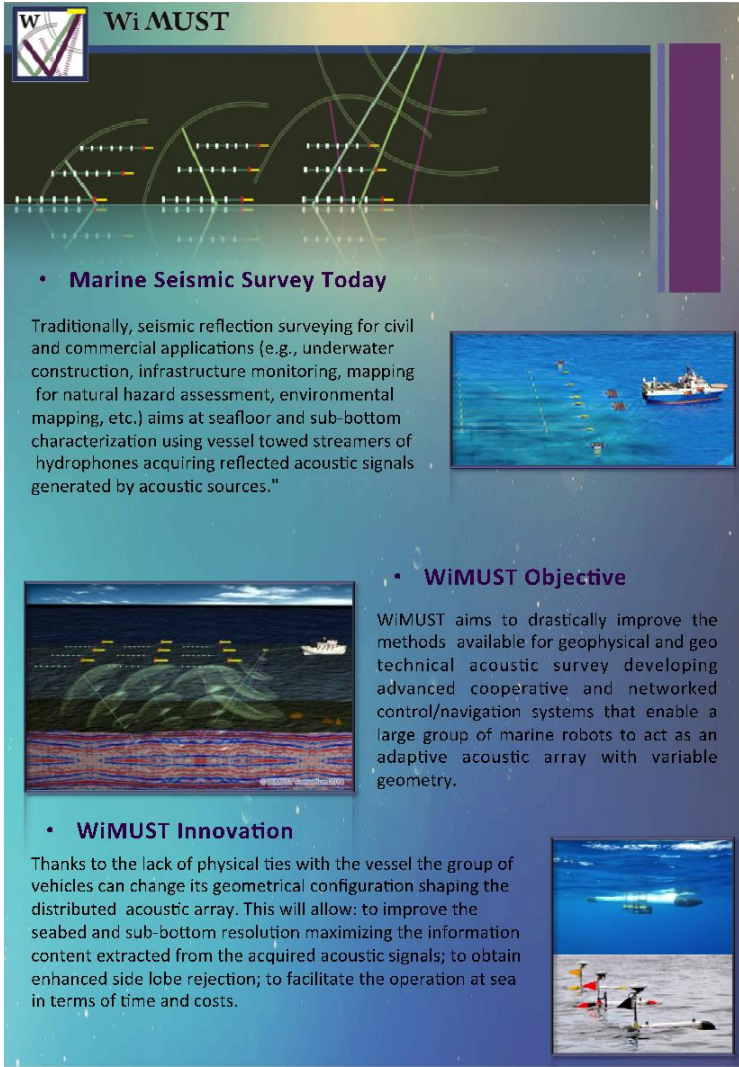


• The project at glance

- Funding Scheme: EU Horizon 2020
- Total Budget: 3.97M €
- Start Date: Feb 2015
- Duration: 36 months
- EC Call: Robotics
- EC Keywords: Robotics for inspection and monitoring.

The WiMUST project aims at expanding and improving the functionalities of current cooperative marine robotic systems, effectively enabling distributed acoustic array technologies for geophysical surveying with a view to exploration and geotechnical applications as underwater construction, from peers and oil rigs to cable and pipeline.

@ Website: www.wimust.eu
Coordinator: Giovanni Indiveri, ISME, giovanni.indiveri@unisalento.it

Marine Seismic Survey Today

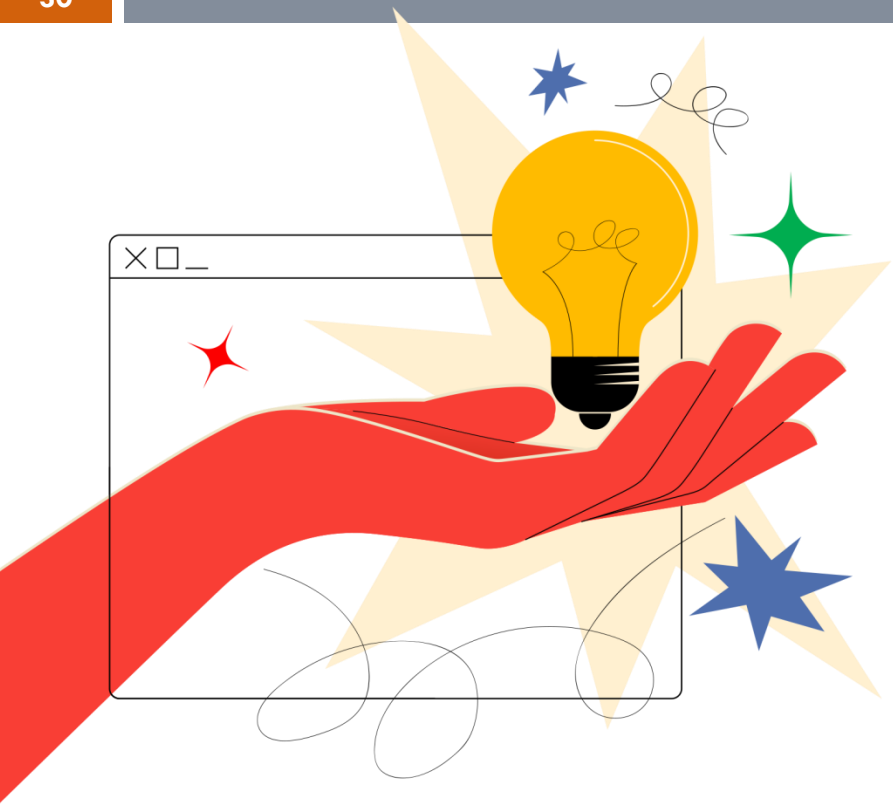
Traditionally, seismic reflection surveying for civil and commercial applications (e.g., underwater construction, infrastructure monitoring, mapping for natural hazard assessment, environmental mapping, etc.) aims at seafloor and sub-bottom characterization using vessel towed streamers of hydrophones acquiring reflected acoustic signals generated by acoustic sources.

WiMUST Objective

WiMUST aims to drastically improve the methods available for geophysical and geo technical acoustic survey developing advanced cooperative and networked control/navigation systems that enable a large group of marine robots to act as an adaptive acoustic array with variable geometry.

WiMUST Innovation

Thanks to the lack of physical ties with the vessel the group of vehicles can change its geometrical configuration shaping the distributed acoustic array. This will allow: to improve the seabed and sub-bottom resolution maximizing the information content extracted from the acquired acoustic signals; to obtain enhanced side lobe rejection; to facilitate the operation at sea in terms of time and costs.



Thanks for the attention!

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