

GÉANT web presences

Paul Maurice, GÉANT



Background

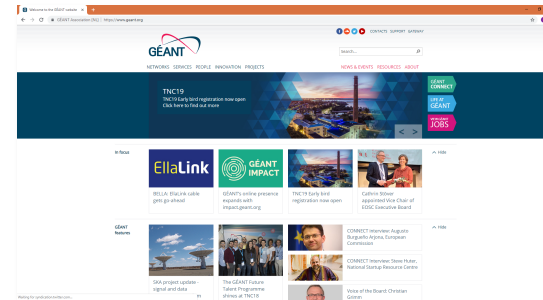
- We have **geant.org** – covering everything (too much)
- Information can get lost beyond level 1 or level 2
- Also, many aspects need their own web presence
 - Services
 - Events
 - Publications

600+ pages!



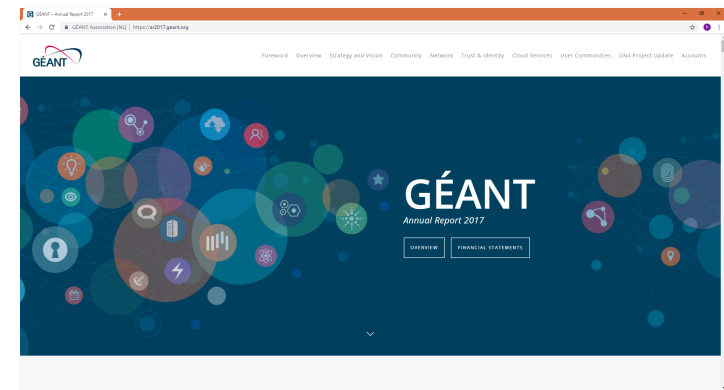
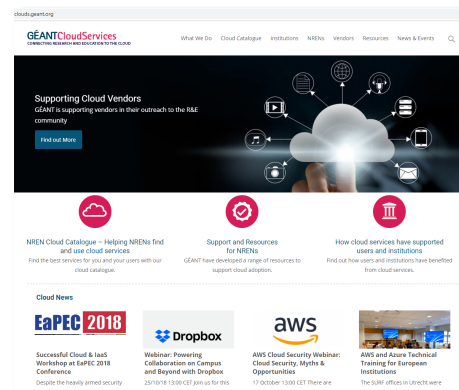
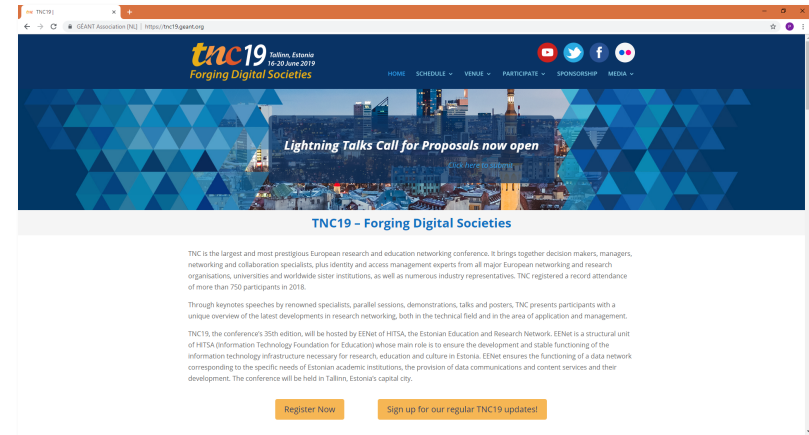
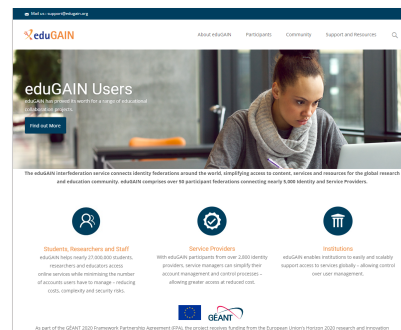
Background

- So we are 'lightening' geant.org to make it simpler, and easier to find key information...
- ... and strengthening identities of key areas by giving them their own web presence...
- ... and this all feeds into our digital engagement on Twitter, Facebook, Flickr, Instagram etc.



Background

- So we already have a number of independent websites – e.g.
 - edugain.geant.org
 - clouds.geant.org
 - tnc.geant.org
 - ar2018.geant.org
 - compendium.geant.org
 - etc.

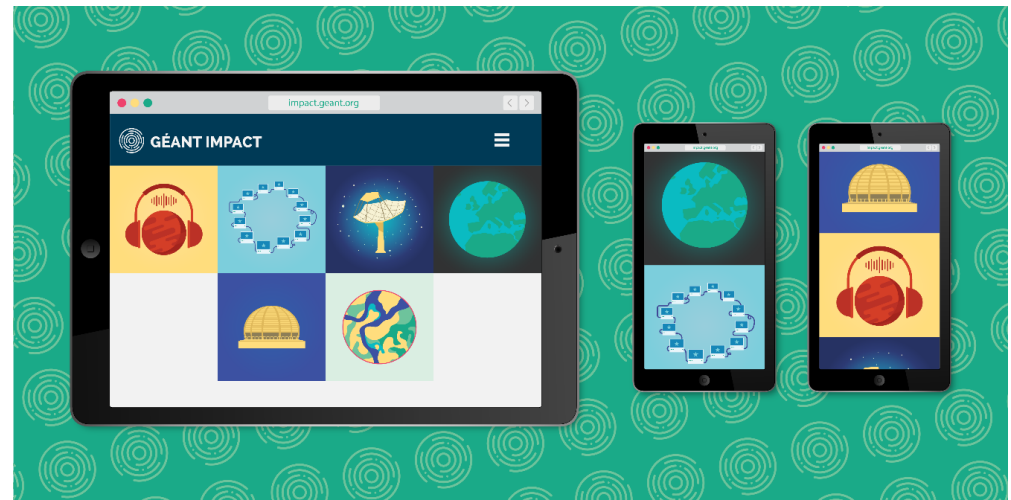


So what's next?

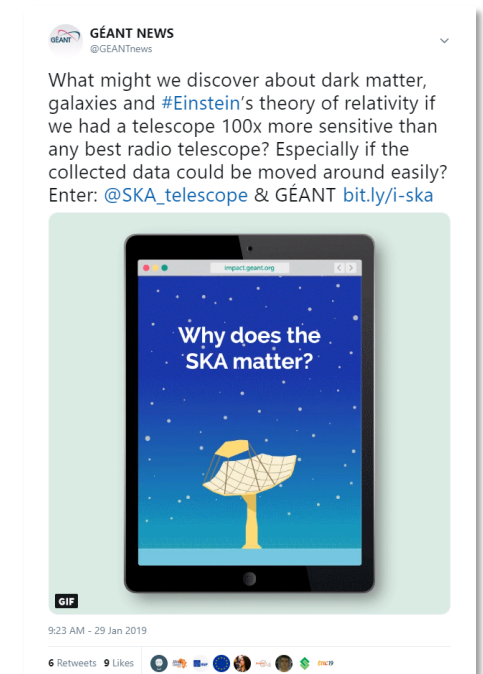
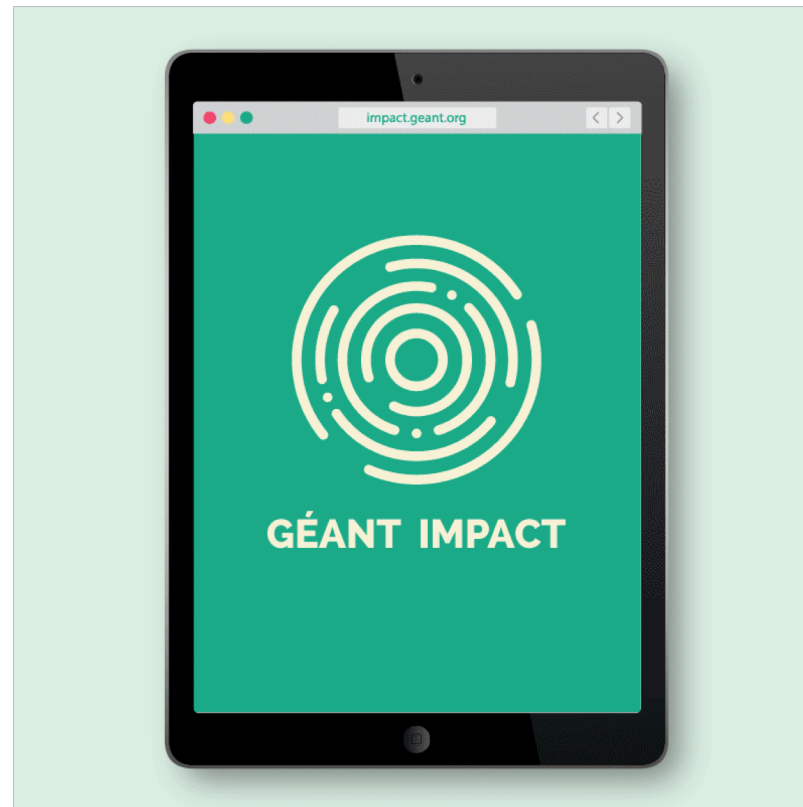
- Now we are focusing on:
 - **Research engagement (impact)**
 - Community (connect)
 - Network (coming soon)

impact.geant.org launched to quickly and simply highlight some of the amazing projects supported by GÉANT and our NREN partners.

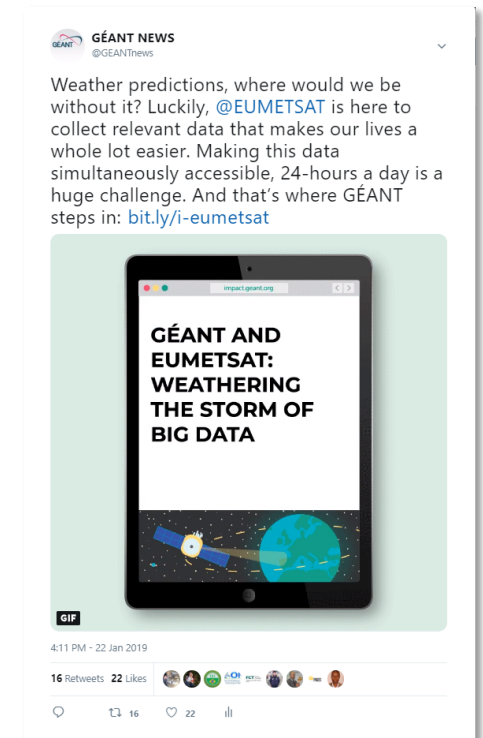
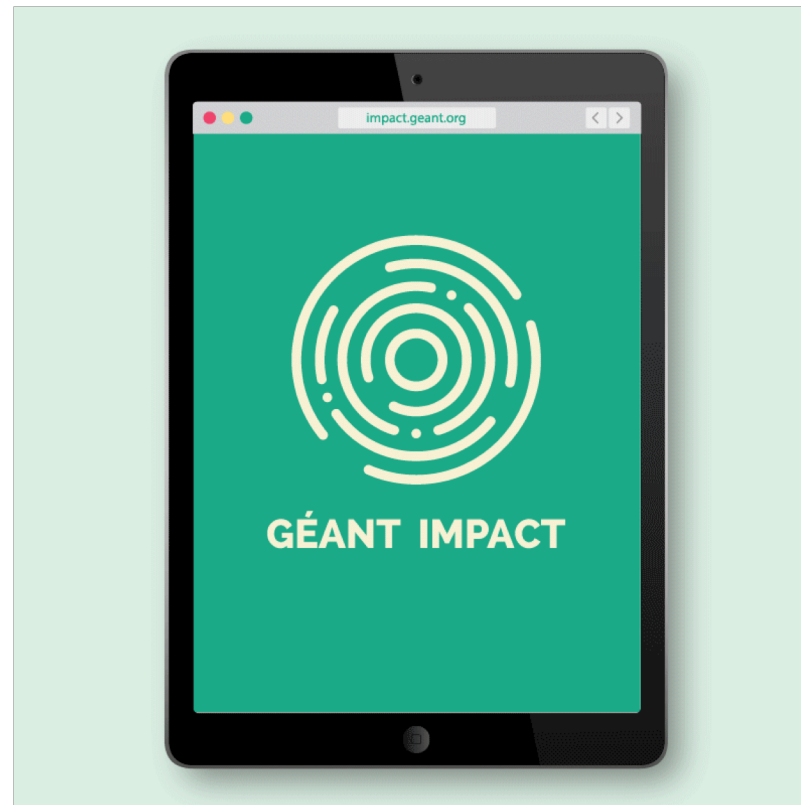
- Clear GÉANT value proposition on each page
- Simple, one-click access to project pages
- LHC, PRACE, SKA, EUMETSAT, Copernicus so far
- Used at events, and feeds digital engagement
- Follows the “Why, how, impact” approach
- 900+ unique page views so far



- Campaign now running:
 - Social media gifs
 - Working with projects to expand our reach



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- Next steps
 - Produce more user stories!
 - 4-6 more this year
 - Do you want to take part?
 - Which projects do you want to see?

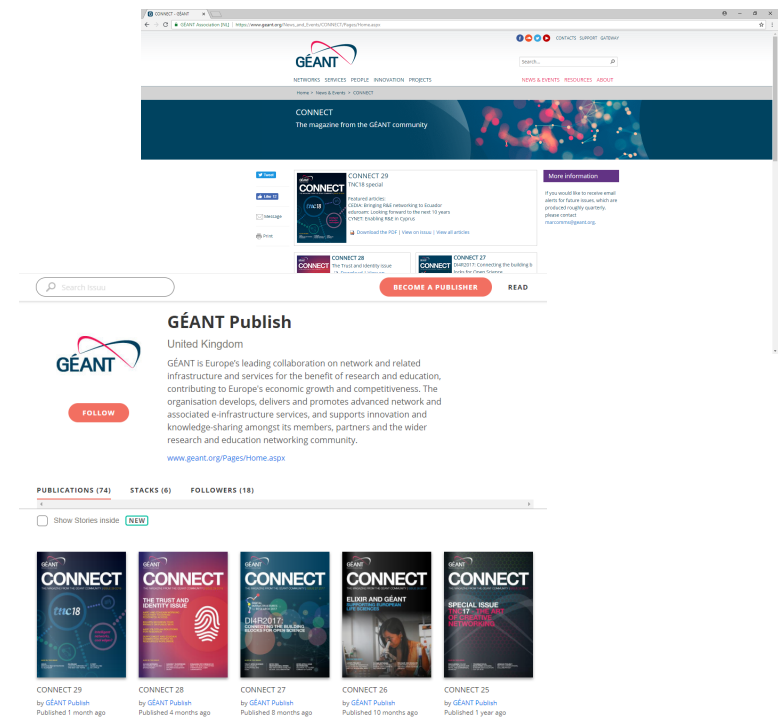
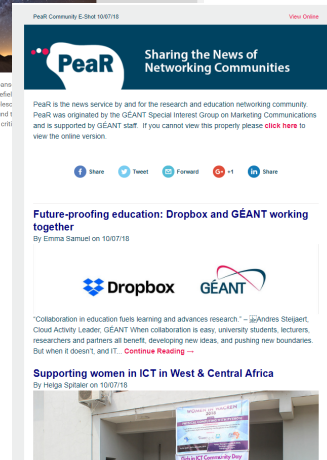
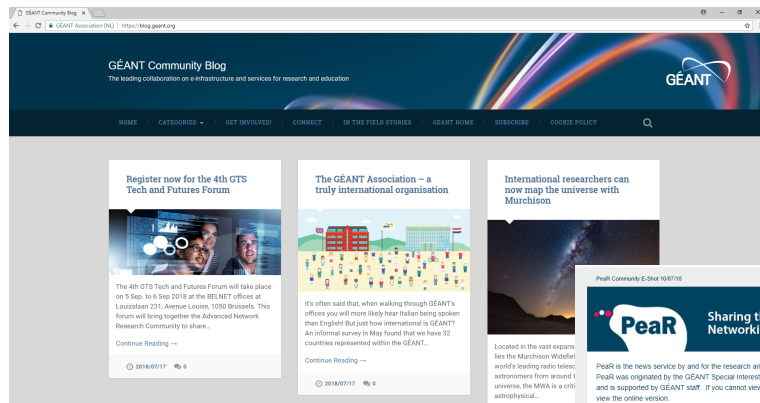
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- Now we are focusing on:
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Moving from all of these:



Blog site + PeaR newsletter + CONNECT magazine + ISSUU + CONNECT section of website...

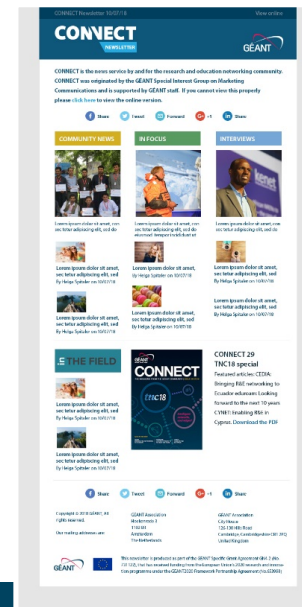


To: CONNECT family – website, newsletter, magazine



A website, newsletter and magazine.

The **website** will replace blog.geant.org (all existing content will be moved over, plus old CONNECT magazine articles uploaded). Sections will reflect those in the magazine. Contributors can upload news items to the Community News section, and we can add features and interviews either from the magazine, or that subsequently go into the magazine. Includes an In The Field section, plus a true 'blogging' area for future use.



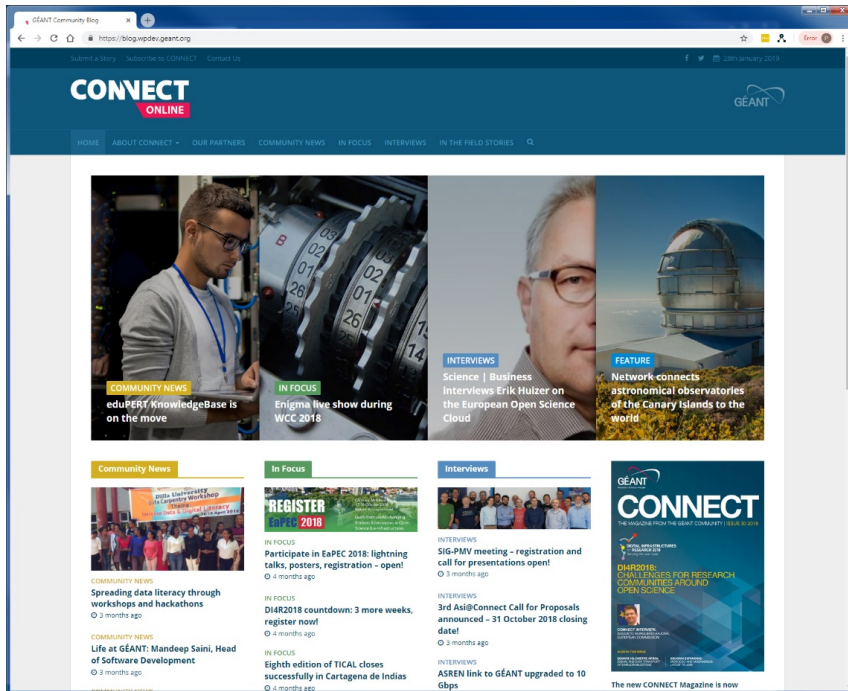
The **newsletter** is effectively a rebranded and redesigned PeaR to bring consistency and to improve the reader experience – more content but less scrolling.



The **magazine** continues in its current format, published 3-4 times per year to coincide with events such as TNC and DI4R.

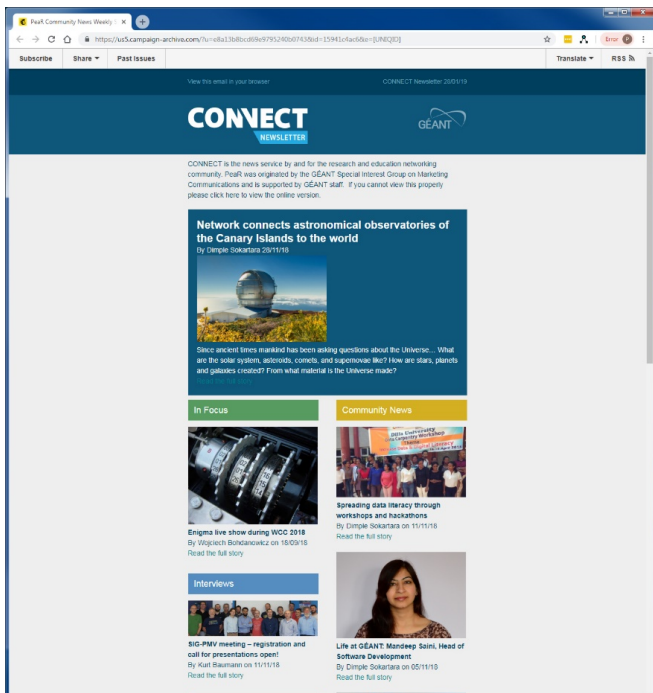
... and content feeds digital engagement on Twitter, Facebook, Flickr too!

connect.geant.org – development site



- <https://blog.wpdev.geant.org/>

- Replaces blog.geant.org
- All existing content will be moved over
- Sections for
 - Community news (news stories)
 - In focus (articles)
 - Interviews (including video interviews)
 - Featured articles (hot topics)
- Link to ITF site
- Blogs (and Vlogs?) will come later



- Replaces PeaR newsletter
- Linked to connect.geant.org, delivered via MailChimp
- Same functionality for users
- Each item has HEADLINE, image and URL only
- Includes latest items added to:
 - Community news (news stories)
 - In focus (articles)
 - Interviews (including video interviews)
 - Featured articles (hot topics)
- Link to ITF site
- Highlights social media feeds – e.g. Tweet of the week etc.
- **We will be in touch with more information**

connect.geant.org and newsletter – next steps

- Sign off on site design – February
- Sign off on newsletter design – February
- Let the community know about the changes
- Produce mini-guide to show people how to use the site and newsletter
- Invite beta testers – do you want to take part?
- Move all old blog.geant.org content over; add all old CONNECT articles
- Go live – would be nice to coincide with C31 magazine publish (March 6)...

Thank you

Any questions?

