

# TERENA OER SERVICE

## 3. COMMUNICATION AND OUTREACH

This document explains the main communication strategy for **Terena OER** service and includes its promotion and diffusion in European Countries. The service is targeted mainly to content producers and providers: NREN's (National Research Education Networks), HEI (Higher Education Institutions), teachers, lecturers and students.

The **Terena OER** service aim is to create a Portal with a searchable metadata repository, allowing students, educators and independent learners to access digital learning resources for free (educational objects, courses, videos, MOOCs, etc).

**Terena OER** will allow knowledge dissemination and interoperability between European institutional education repositories, which will give users free access to knowledge and learning object materials produced in the different European countries. **Terena OER** will allow users to share, create, evaluate and distribute educational content at international level, reducing geographic barriers to access knowledge.

To outreach potential users the plan includes the utilization of different communication channels that should be used in an articulated way, sharing different messages and adapting media contents to each different communication channel characteristics. The promotional media content will be disseminated mainly through social media channels in form of text, photos, videos, illustrations, animations, infographics, etc.

This document includes some of the communication activities, tools and human resources needed to reach the proposed communication plan. Some of these activities can be changed accordingly with the adopted strategy for this project and budget availability. The communication is segmented in different points, each one highlights in a concise and simplified way the key concepts and guidelines to a consistent communication along the different channels.

- Goals
- Target audiences
- Key Message and Style
- Channels of communication
- Media Content Production and Creation
- Tasks and Human Resources
- Evaluation

### 3.1. ENGAGING USERS AND PRODUCERS

#### GOALS

The main communication goal is to obtain project awareness and engagement on the OER (Open Educational Resources) topic from European content producers and providers. These communications should encourage the different stakeholders to adopt and join the **Terena OER**, providing new educational objects and aggregating new institutional "metadata" repositories.

A communication strategy will be crucial to inform, announce and promote the service, to become better known by all the stakeholders. This strategy will also help to create, operate and maintain a participative community around the OER subject. In this point Web 2.0 and Social Media platforms will be the key to communicate regularly to a wider audience at lower costs.

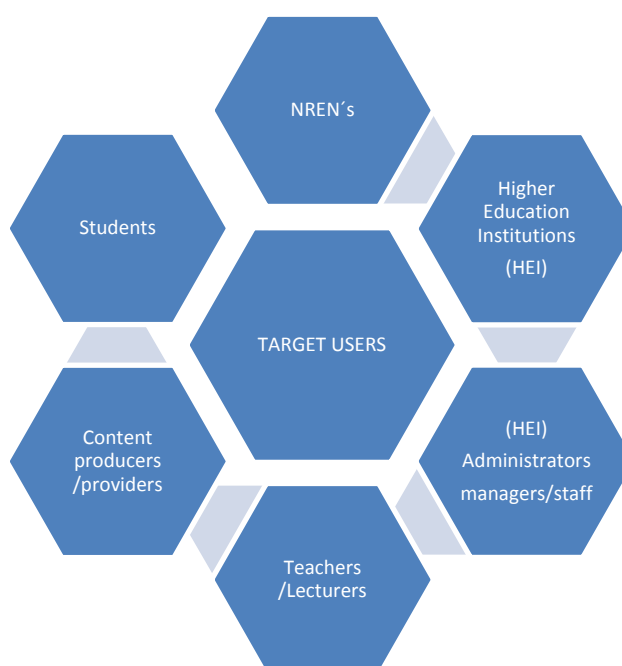
# TERENA OER SERVICE

**Terena OER** will promote and implement interoperability between educational repositories along the European countries. This service should align the best practices and standards of “metadata” and “paradata” usage and aggregation, encouraging the use and reuse of learning object materials and spare public money by re-using open learning resources.

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## TARGET AUDIENCES

Several stakeholders compose the target audiences for this service. The more important ones are illustrated in the graphic bellow. Each communication should be always adapted to the target stakeholders listed bellow.



NREN's will have the most important role in **Terena OER** service dissemination, aligning processes, best practices, standards, policies and implementation strategies in European countries. NREN's will be the key to service adoption, since they have privileged relations with Higher Education Institutions and decision makers.

The list below shows by order of importance the main targets and intervenient persons in OER European ecosystem.

- NREN's
- Higher Education Institutions
- Higher Education Institutions Technical Staff (Audiovisual, Multimedia, e-learning and IT)
- Teachers/lecturers
- Content producers and providers
- Students

# TERENA OER SERVICE

## KEY MESSAGES AND STYLE

The key messages are the main concepts that we want our audience to remember from the communication campaigns. These messages should be carefully selected and provide helpful, useful and didactic information, along the different communications materials and activities.

The communication process should follow the same line and work as a whole, using the same communication language in all the communication channels. The following table describes the service organic identity and communication style, which should be consistently, used along the different communication channels. These topics will be used as guidelines to all the media content production strategy.

Organic Identity	Description	Other comments
Service	<ul style="list-style-type: none"> <li>• <b>TERENA OER</b> Portal Service</li> <li>• Initiative under Terena responsibility</li> <li>• Global Learning Object Repository</li> <li>• Searchable educational content</li> <li>• Interchangeable “metadata” and “paradata”</li> <li>• Free access to educational contents produced in European countries</li> </ul>	
Corporate Identity	<ul style="list-style-type: none"> <li>• Service name (<b>Terena OER</b>)</li> <li>• Slogan</li> <li>• Logo</li> <li>• Chromatic behavior</li> <li>• Typography (fonts and lettering)</li> <li>• Style and institutional templates</li> </ul>	
Style	<ul style="list-style-type: none"> <li>• Modern</li> <li>• Young</li> <li>• Technological</li> </ul>	
Language	<ul style="list-style-type: none"> <li>• English as standard language</li> <li>• Direct language</li> <li>• Simple and concise messages</li> </ul>	
Tone	<ul style="list-style-type: none"> <li>• Formal</li> <li>• Institutional/Corporate</li> <li>• Informative and promotional</li> <li>• Entertainment</li> </ul>	
Target	<ul style="list-style-type: none"> <li>• People between 18-75 years old with higher education</li> </ul>	
Platforms	<ul style="list-style-type: none"> <li>• Personal computers (Mac, PC)</li> <li>• Mobile phones</li> <li>• Tablets</li> </ul>	The different channels should support responsive Web interaction whenever possible and adapt to the different visualization devices
Channels	<ul style="list-style-type: none"> <li>• Institucional Site (Terena OER Portal)</li> <li>• Blog (Wordpress)</li> <li>• Newsletter (Mailing list)</li> <li>• Social media</li> <li>• Service Flyer</li> </ul>	

# TERENA OER SERVICE

<b>Key of message</b>	<ul style="list-style-type: none"> <li>• Terena OER project news and highlights</li> <li>• User awareness and engagement content</li> <li>• Service promotion</li> <li>• Helpful, useful, didactic OER information</li> <li>• Curate OER related information</li> <li>• Use interesting narrative</li> <li>• Human interest stories</li> <li>• Arresting and appealing imagery</li> </ul>	
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## CHANNELS OF COMMUNICATION

This communication strategy is divided in two main types of communication:

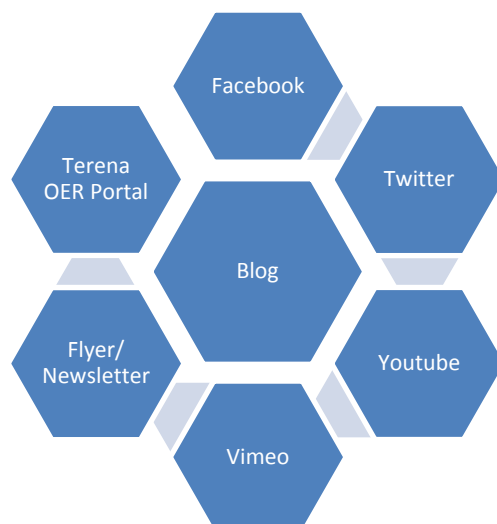
- Non-media Communication (Events and exhibitions)
- Media Communication (Electronic media)

The table below highlights the proposed activities that should be performed in each type of communication (Non-Media, Media), objectives and frequency of publication on each communication channel.

Activities	Objectives	Channel/Medium	Frequency
<b>NON-MEDIA COMMUNICATION</b>			
<b>Terena Events</b>	Service promotion at Exhibitions and other institutional events	Institutional Events Exhibitions Meetings	-
<b>MEDIA COMMUNICATION</b>			
<b>Social media presence</b>	Social media service promotion and maintenance. User awareness, engagement and community participation.	Blog Facebook Twitter Youtube Vimeo	Weekly/ Monthly
<b>Flyer</b>	Service promotion Focus on service overview, features and objectives.	Disseminated over the different channels (digital and printed)	Annual
<b>Newsletter</b>	Project information, updates and News.	Mailing list Articulated with the blog for more information	Monthly
<b>Institutional Video</b>	Promotional video with service overview advantages and highlights.	Youtube and Vimeo Integrated promotion with other channels	Annual
<b>Blog</b>	Service information, news, best practices, tutorials, interviews, participants, publications, tutorials, etc.	Wordpress blog Integrated promotion with other channels	Weekly/ Monthly
<b>Terena OER Portal</b>	Intuitive Portal interface to search for open educational content	Terena OER Portal Articulated with social media channels	Monthly

The graphic bellow illustrates in a simplified way the different media communication channels used to reach **Terena OER** users.

# TERENA OER SERVICE



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## MEDIA CONTENT PRODUCTION AND CREATION

To create and support a community of peers around the OER subject and engage Terena OER users, the service will need to create new media contents in a regular basis (weekly, monthly). Social media channels will be the most important ones and the most time consuming, since they need a regular content creation and maintenance. The created contents should be shared among the different social networks, whenever possible (Blog, Facebook, Twitter, Youtube, Vimeo).

The blog will allow easy maintenance and upload of new content in a fast and effective way. This way will be easier to update and share content in a central location, where the users can find all the useful information about the service. The blog creation will be helpful for a fast content writing, publishing and sharing of information. A Blog creation will also help to improve the service with user comments, interactions and observations. Whenever possible the blog should be integrated with the other communication channels (Facebook, Twitter, Youtube, Vimeo) for more information about the service.

The Social Media channels should feed helpful, useful, relevant and entertaining content to Terena OER users. Below are some examples of media contents that may work on a social media communication strategy.

### Media Content Examples:

- Service news and information
- OER related content
- Case studies
- White papers
- Interactive eBooks (Manuals, proceedings, good practices)
- Newsletters
- Promotional Videos
- Slide presentations
- User Generated Stories
- Good practices
- Photographs
- Infographics
- Podcasts
- Tutorials

# TERENA OER SERVICE

- Awards
- Quiz/Surveys/Polls

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## ACTIONS TO TAKE BEFORE SERVICE LAUNCH:

1. Create a Corporate Identity
  - a. Service name
  - b. Logo
  - c. Slogan
2. Create social media accounts (Terena OER)
  - a. Facebook
  - b. Twitter
  - c. Youtube
  - d. Vimeo
  - e. Blog
  - f. Follow other projects accounts and services with the same interests
  - g. Connections between different social media channels
3. Create the service promotional video
4. Create the service flyer
5. Create a communication timeline planning

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## ACTIONS TO TAKE AFTER THE SERVICE LAUNCH:

1. Create and maintain a media content strategy
2. Maintain and support social media activities in the different channels (create, publish, share, comment)
3. Maintain and support web presence (Blog and Terena OER Portal)
4. Create new media contents to feed regular communications
5. Maintain a community of peers around the OER subject

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## CORPORATE IDENTITY

The creation of a solid corporate identity will be a plus to promote **Terena OER** to target users. We suggest the creation of a logo and a slogan to promote the service all over the globe, these elements can then be included in the different service communications, digital documents and activities. These elements will allow users to easily identify **Terena OER** from the other existing portals and repositories. Corporate identity is one of the strongest elements associated with a service and will help to promote the service worldwide, even when we are not present. As they say “a picture is worth a thousand words.”

## LOGO

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The logo will be related somehow with open educational resources and should illustrate the variety of educational content available in **Terena OER**.

Bellow we suggest a logo example. In this example is illustrated a composition of educational elements from different knowledge areas. In the image we can see an open book that can be easily related with open education resources and open content. The book is filled with different circles that illustrate the

# TERENA OER SERVICE

diversity of contents to be available for free in **Terena OER** Portal. This image can show visually the different media elements that can be searched in **Terena OER**.



Figure XXX - Thinkstock photo example

## SLOGAN

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The service logo can be also complemented with a brand new slogan that explains the vantages behind **Terena OER**. The slogan will help to explain the service concept in just a few words and create engagement and service stakeholder's recognition.

### SLOGAN EXAMPLES:

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- "Knowledge to everyone"
- "Click and learn in Europe"
- "Click and learn @Europe"
- "Create, Learn and share"
- "Education for all"

## PROMOTIONAL VIDEO

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Before the service launch should be created a small promotional video, that illustrate how the service works in practice, and what are the advantages to Terena OER community. The video should create awareness and engagement with potential users.

The video production will help to disseminate the Terena OER service all over the world, showing visually the advantages of a shared open education repository in Europe. The video should cover OER Portal Service infrastructure, workflow, objectives, advantages, supported learning objects, media examples, participants and partnerships.

The video will use a modern audiovisual language and at the same time be entertaining and informative. The duration should not exceed the 2/3 minutes, keeping the messages short, simple and engaging.

We propose the creation of a computer graphics animation, using a vector based modern animation, integrated with other digital motion graphics elements and techniques. The video must provide dynamic content information, with fast and concise messages. In the end should provide a "call to action" to involve and lead users to try and test **Terena OER** Portal service. The table below describes the different stages of a video production.

# TERENA OER SERVICE

VIDEO PRODUCTION	
<b>Pre-Production</b>	Creative concept Brainstorming Storyline Script Storyboard Should be addressed all the equipment and human resources needed to the video production
<b>Production</b>	Creative conception (graphics, design, animation) Media selection, creation and production
<b>Post-production</b>	Video Editing Motion Graphics Sound design Soundtrack Voice-over Media transcoding to standard formats (H.264, .mov and mobile devices)

## SERVICE FLYER

The service flyer will address service description, objectives and goals, infrastructure, advantages and service target users. The flyer will inform new users and institutions how to contribute and join to this European initiative. The flyer should include illustrated images from the web portal search engine home page, corporate identity elements and other visual elements that help to better explain the service to **Terena OER** community.

Information will not exceed more than two A4 pages, including cover and back, containing only the key elements mentioned above. The flyer will also have a reference to the social media channels (Facebook, Twitter, Youtube, Vimeo and Blog) for more information about the service and better interaction with the rest of the **Terena OER** community. Partners, institutions and repositories should be also mentioned to show the engagement from the different service stakeholders.

The flyer will be available for download on the different communication channels and should also be available, as a printed version, for distribution at Terena Institutional events and meetings around the globe.

## TASKS, BUDGET AND HUMAN RESOURCES

A regular level of communication and social media interaction will need different skills, to produce, maintain, upload and share news to **Terena OER** community. The table below includes for each activity an expectation of human resources needed to implement the proposed communication plan.

Activities	Objectives	Channel/Medium	Frequency	Who	Price
<b>Corporate Identity</b>	Create a new brand identity to the Terena OER Portal (Logo, slogan)	All applicable	-	Designer	-
<b>Social media</b>	Inform, promote, curate, teach, inform and maintain the social media channels	Facebook Twitter Youtube Vimeo	Weekly/Monthly	Social Media Manager	-
<b>Flyer</b>	Flyer creation and printing	Terena OER Portal Social Media	Annual	Designer/ Content	-



# TERENA OER SERVICE

		Blog Print		Strategist	
<b>Promotional Video</b>	Creation of a institutional/promotional video with service highlights and advantages to OER community	Terena OER Portal Blog Social Media	Annual	Content Strategist Director, Editor, Motion Artist	-
<b>Web presence</b>	Maintenance of associated sites	Terena OER Portal Blog	Weekly/Monthly	Content Strategist, Media producer	-
<b>Media production</b>	Content media production (text, tutorials, videos, photos, animations, new media, infographics, etc)	All applicable	Weekly/Monthly	Content Strategist, Media Creator/Producer	-
<b>Other</b>	An extra 10% for unforeseen/unplanned changes and obstacles in the development of the plan.	-	-	-	-

## EVALUATION

Each different communication channel must be evaluated in order to optimize the messages and redefine main communication goals for each channel.

Every New Year should be done an annual report, this information is a useful tool in corporate communications to measure the prepared activities and ensure that our tools and activities have the right level of time, human and financial resources available to achieve the proposed communication plan.

### Evaluation examples bellow:

- OER Portal views and traffic (Google Analytics)
- Blog views and interactions (Google Analytics)
- Facebook metrics
- Usage Statistics
- Shared content by users
- Likes and comments in social media
- Emails with opinions, error and reports
- Face to face feedback (events, workshops, meetings)
- Web 2.0 opinions and feedback
- Social Media influence measuring tools (Klout)
- Polls and surveys to understand what community wants to know about and what kind of messages they expect to receive from Terena OER.