



## The Art of Science Learning


### D6.2

### Website and social media launch

Leonardo Alfonsi

European Science Events Association

April 2016



*To be quoted as:*

Alfonsi, L. (2016). Website and social media launch. Deliverable 6.2, PERFORM project. Wien.

*Peer-review:* Wendy Sadler, Paul Boniface, Marina Di Masso & Isabel Ruiz-Mallén

Science Made Simple  
Les Atomes Crochus-TRACES  
Universitat Oberta de Catalunya



**PERFORM**  
**Participatory Engagement with Scientific and Technological Resea**  
**through Performance**

**CONTENTS**

SUMMARY .....2

1. INTRODUCTION .....3

2. WEBSITE STRUCTURE .....3

3. SOCIAL MEDIA .....9

4. WEBSITE MANAGEMENT AND INFORMATION FLOW ..... 10

## SUMMARY

This document develops the main concepts introduced in D6.1 concerning the PERFORM project communication plan through the website and the social media linked to it. The structure of the website is introduced and shortly described in the following paragraphs together with some screenshots that show the appearance of the home page and of the two main social media currently linked to it. The last part of the document briefly summarizes the current approach to the webpage management.

## 1. INTRODUCTION

The overall website structure is thought to convey the following message: PERFORM is a community of professionals in performing arts, science communication and education research and practice looking for innovative ways of engaging young students and researchers in science in a reflexive way. To present and develop this message some simple guidelines are followed that can be summarized as follows:

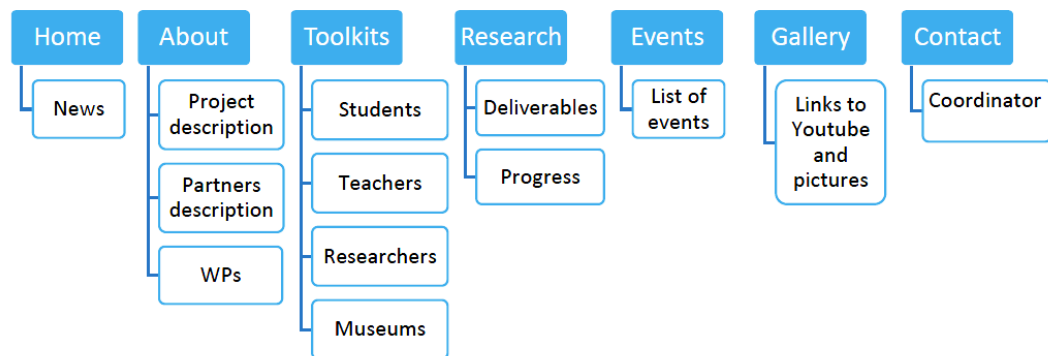
- (a) Pictures and short sentences on the homepage have to immediately appeal to the different target audiences specified in the communication plan (see D6.1 target groups T1 – T5).
- (b) A set of news presented in the homepage will be used to convey the lively pace of the project community.
- (c) Each section will be used to focus on specific areas of the project and to provide an overall view of it.

The website management is briefly described in the last paragraph of this document and is based on the constant dialogue between a small editorial board composed by the EUSEA team, the Coordination Team and selected partners. The structure of this dialogue and the information flow will evolve according to the project evolution starting from a linear approach described in the last paragraph.

## 2. WEBSITE STRUCTURE

The PERFORM website (<http://performresearch.eu>) is organized into a public area and a reserved area accessible to the project consortium members (i.e. intranet). The first area will immediately introduce the user to the spirit, structure and goals of the project and at the same time will present the community of professionals behind it. The reserved area will be a platform for the community to discuss, share and co-work on the project development.

The structure of the PERFORM webpage should allow users to easily find the information they are looking for depending on the kind of public they belong to. The main tabs will be more general, while the tabs containing educational material are divided by audiences. It will contain material in English, Spanish and French. Sections defined in collaboration with the Coordination Team are (Figure 1):



**Fig 1. Sections of the PERFORM project webpage**

## Section 1. HOME

The main page contains news about project implementation and events in which the Consortium will participate. The homepage contains a slider (see Picture 1) on the top of the page with pictures and short sentences associated with each picture to reinforce messages about the PERFORM community and about the PERFORM research outcomes. News appearing in the homepage will relate to different sections of the page and periodically highlight hot topics of the project. This page also contains the logo of the European Commission and the following statement: *'This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under No 665826 grant agreement'*.

## Section 2. ABOUT

The section will be introduced by a short text describing the origin and background of the project. This will aim at setting and describing the context that generated the ideas of this approach based on the combination between performing arts and science teaching. The introduction about the project is subdivided by:

- Project description: a general overview about the project and its objectives.
- Partners description: information about every partner of the Consortium. Each organisation or individual will be presented through a personal profile that outlines the partner's experience and/or academic research publications relevant to this project – The contact becomes a kind of hub of performance-related STEM experts.

- Work Packages: description of the different work packages (WPs). The introduction to this section will include a short explanation of what a WP is in order to make the project itself more readable.

### **Section 3. TOOLKITS**

This section includes an introduction describing the different toolkits to be developed by the project, which will be included once ready. As soon as the first toolkits are ready this section will contain them all, as useful documents for implementing PERSEIAs (participatory science education methods based on performing arts involving students, teachers and researchers) and working materials produced by the project. This tab is organized by audiences (see the introduction above).

### **Section 4. RESEARCH**

This section introduces the website visitors to the research questions and the big picture behind them. It gives information on the origin of the project and its relation to the research within STEM engagement. The introduction also explains the methodological approach of the PERFORM research and its results, highlighting the Open Access of the data. It will contain two sections:

- Deliverables: collection of the deliverables; and
- Progress: methods, partial results, workshops and data collected.

### **Section 5. EVENTS**

This section contains the list of events either organized by the project or in which the consortium members take part. These could both be events like conferences of research and communication professionals or of other stakeholders that focus on the topic of the research or events such as public engagement happenings. News will be generated by the participation of project members to these conferences and it will be the opportunity to better explore the topics from other angles (e.g. consortium members could act as roving reporter).

### **Section 6. GALLERY**

This section contains the links to the YouTube channel and Flickr gallery and any other multimedia channel that might be activated on purpose during the project. Among the other social media channels, the Steering Committee decided to open an Instagram account in its second meeting (April 2016) in order to reach out younger audiences more effectively

(teenagers and secondary school students). All social media channels will be collectively used by the consortium members, meaning that one representative from each consortium partner will be appointed as an editor in the different social media.

## **Section 7. CONTACT**

This section provides the contact of the Coordination Team, who will forward the email to the interested partner in case no answer can be provided by the contact persons listed in the website.

## **Section 8. PARTNERS AREA (INTRANET)**

This section will be accessible from a tab on the bottom of the page. This is the area for internal communication whose structure was introduced in deliverable D1.1. The intranet will be set in a private area of the website accessible to the project partners through the following procedure:

- \* registration
- \* double opt-in with email
- \* login
- \* possibility to change the password
- \* modify user data

The following functions can be implemented within the intranet, and the Coordination Team jointly with the Coordination Team will define which function to implement according to the project needs:

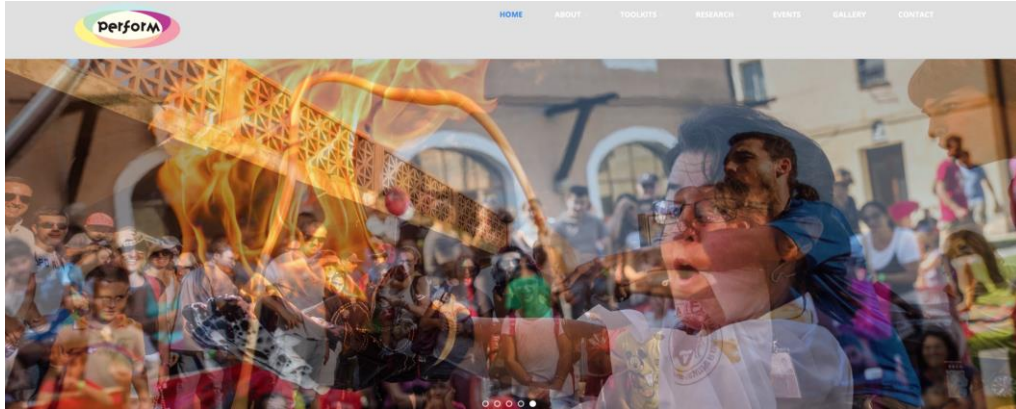
- project events calendars
- deadline alerts
- Dropbox-like front-end file mgt
- instant organization charts
- wiki with front-end editing
- real-time chat function

## **Homepage appearance**

The implementation of the structure described above results in the following appearance, which reflects the on-going process of webpage development:



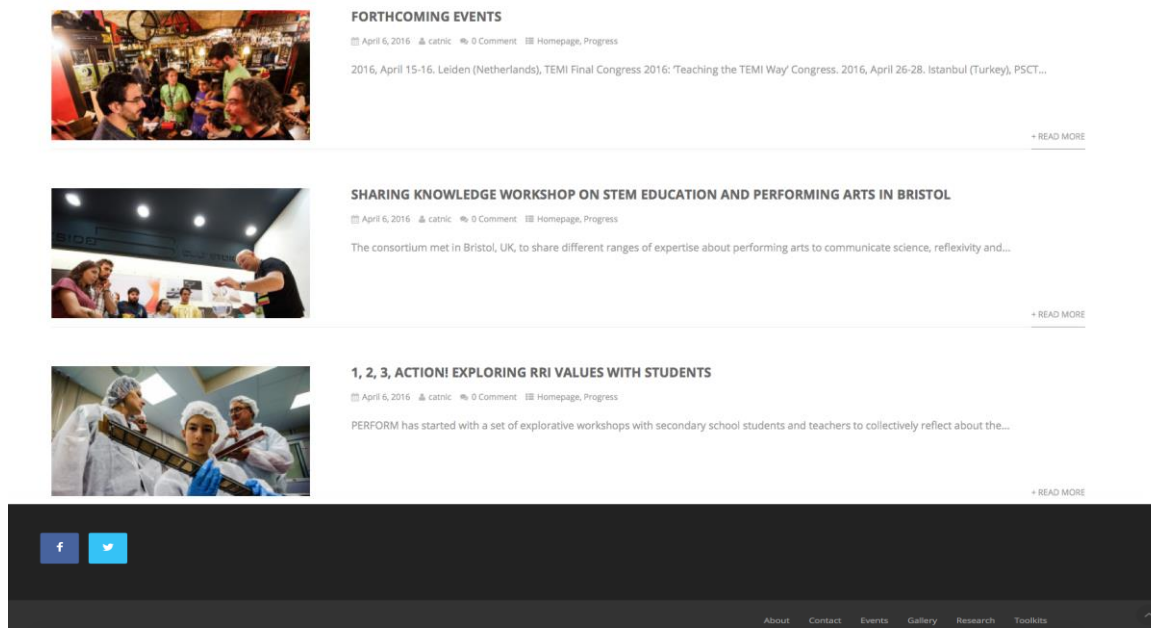
### ***The slider***



**Picture 1. Screenshot of the homepage slider**

*Main features of the pictures in this area:* Pictures will be shot at events, during performances, during meetings and conferences and have to suggest both the mix of languages and techniques combined with the set of contexts that characterize the project. Pictures will immediately highlight the combination of academic research and field experimentation through performing arts.

### ***The news area***



**Picture 2. Screenshot of the homepage news area**

*Main features of the news area:* The set of news and pictures will connect the user to the more recent achievements of the project. News can also refer to contexts that are connected with the project through topics (other research projects on Responsible Research and Innovation, teaching strategies and tools, etc.) that can be relevant for the project.

### Links to social media

The webpage contains links to the Facebook page and to the Twitter account. The standard approach currently used encourages the connection to the webpage through these two social media channels. Once a user accesses the webpage via the Twitter account and the Facebook page he/she will deeper explore the information on the project through the sections of the webpage. The appearance of the Twitter account and the Facebook profile are summarized in section 3 below.

## 3. SOCIAL MEDIA

### Facebook page

A Facebook profile was opened on the 3<sup>rd</sup> of April 2016 and linked both to the website and to the twitter account: <https://www.facebook.com/performproject/?fref=ts>.



Picture 3. Screenshot of the PERFORM Facebook page

### Twitter account

The Twitter account (@performstem) of the PERFORM project was launched on April 3<sup>rd</sup>, 2016 and will be mainly used for public posts during conferences, meetings and during training sessions in schools. Posts will also be published during events hosting performances produced during the project. During the project development it will be also checked whether is possible to actively involve students and researchers as multipliers of the project visibility on Twitter.



**Picture 4. Screenshot of the PERFORM Twitter account**

## **4. WEBSITE MANAGEMENT AND INFORMATION FLOW**

The information presented on the website will be updated on a monthly basis unless more frequent events provide news useful for the different users and target groups.

EUSEA team will act as editorial board and will monthly ask the PERFORM project partners to send information and update about the status of the project, the participation in conferences or events and the achievements.

Social media will be collectively managed by EUSEA team, with the collaboration of the Coordination Team and the support of one representative per each consortium partner acting as editor of news and posts on social media and pictures on channels like Instagram.

The partners' area, i.e. the intranet, will be accessible up to 100 users. These users are the project coordinator, the WP leaders, and the project partners who will be given credential to access the reserved area according to the needs of co-working approach.