Social Media Marketing Strategy and Website Review

In this Social Media Marketing Report, we describe how e-ScienceTalk uses social media externally to share news, seek advice, problem solve, and post ideas. We also offer our advice and know-how, on strategies and tools have helped us grow our presence. We also include a review of the CRISP website.

1. So why use social media?

Social media is most often used to improve a project's presence on the web, and to increase the number of visitors to its website. However, it can also be used as a means of generating ideas, and seeking advice.

When searching for the project name ('CRISP'), it is always a good thing to get multiple relevant hits, or to find multiple social media channels that link to the project.

2. What are the benefits of social media?

In general, social media is a great way to connect and engage with your target audience, and nurture support for your project and its goals.

Social media is also free of charge, thus providing a cost free outlet for disseminating the results of a project.

In addition to increasing a project's web presence, there are many benefits and opportunities:

- Social media can be used to communicate directly with different projects. For example on a 'Facebook wall' you can post questions allowing followers to answer. This, not only improves the project's reputation and visibility, but allows the project closer interaction with its audience(s). This could be especially important for a collaborative project such as CRISP.
- On Twitter, getting 'retweeted' could result in a post possibly becoming viral. Other projects and the publics will often look back at the original post and sometimes request more information about the project.
- Posting content can provide an opportunity to share content from other industry sources or other projects. This can develop relationships/collaborations offline as well as online.
- You can use it to gain insights about audiences and issues, and solicit feedback to enhance individual project's work.

Viral possibilities

Using social media can be the basis for creative and cost-effective advertising and marketing, and with attractive content, an announcement could go viral. For example if you create a good video, post it to Facebook, Google + and YouTube, and people start responding, and rating it well, it could spread by word of mouth and by reposting. Never underestimate the impact of an eye-catching video. One video posted on the e-

ScienceTalk YouTube Channel[1] about a Human Robot[2] (FET11 - ECCE Human Robot presented by Hugo Gravato Marques) attracted 168,540 views. The key point about viral marketing is simplicity. Videos don't have to be long. This video was only 1 minute and 39 minute seconds in length. The video can be something about your project, something amusing or could be something that is not directly related to your project. The key is to make sure it is updated to all available social media paths.

3. What would CRISP like to achieve through social media?

First of all, it is important to decide upon some goals and set some targets. For example, you may decide that your focus is Twitter, and you would like to increase your followers by 20% in one year. It is important to define a ROI for investing time and resources into a social media strategy.

- o Increase subscriber numbers (RSS feeds, Facebook 'Likes', Twitter followers)
- o Increase traffic to the website (referrals from these sites)
- o Broaden the demographics of the readership e.g. new geographic regions, new audiences
- o Increase interactions with the website e.g. through blogs, polls, social media sharing

4. What are the pitfalls of social media?

As social media is generally used as a medium to communicate up-to-date information, it must be kept current. If the information and stories displayed through social media become dated, it will become less useful as an information source for its users. For example, if someone asks a question and it remains unanswered, it may lower their opinion of the project itself. Others may also see the question unanswered and develop a less positive attitude.

If a project stops 'tweeting' suddenly for an extended period of time, some people might think that the project has encountered difficulties or has finished. It is therefore important to keep social media contact constant (e.g. a minimum of two tweets a week) and varied otherwise the project could lose its potential audience.

5. How to create a social media presence?

Creating a social media presence requires both patience and optimism. At first you might not see an increase in followers/fans. However, increases are often exponential as friends of followers increase, and referrals from those sites grow.

The next section of this document gives some practical examples on specific social media channels. Also, we provide an example post/tweet for each site based on the 2nd annual meeting for CRISP. Note the difference in styles between the posts even though they outline the same event. Also, remember it's not just about looking positive but about having a voice that stands out so do share information from other sources.

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[1] http://www.youtube.com/user/gridtalkproject
[2] https://www.youtube.com/watch?v=1dpB1yHxkuA&feature=g-all-esi

5.1 Facebook

Facebook can be a very powerful tool. 38% of all online referral traffic now originates from Facebook. So, one of the first things you might like to develop is a branded CRISP Facebook page.

Target audience: New audience university students and final year high school students, i.e. the future users of the infrastructure.

Example of content:
"*The 2nd Annual Meeting for CRISP is taking place in Villigen in Switzerland. Dates are 18th to 20th March 2013*" – A more 'wordy' post can be put on Facebook.

Recommendations:
- Create a styled 'branded' welcome page. The page needs to contain details of the project and include multimedia elements such as photos and project videos.
- Example pages: https://www.facebook.com/cern, http://www.facebook.com/MyScienceWork
- Try not to leave this page incomplete, as doing so can weaken your online presence.
- Anything **VISUAL** should be prioritised for Facebook e.g. any podcasts, multimedia, photos, spotlights, GridCast blog videos
- Run regular polls, contests, events, website launches etc.
- Befriend other social networks, scientists
- Advertise to friends of your followers
- Be prepared to regularly interact with the people who 'like' you on Facebook.
- Promptly answer people's questions written on your project's Facebook wall.

How do you measure your success?
- Monitor your 'Likes' and referral traffic through Google Analytics
- Examine your Facebook Admin Insights page.
- Talking About This (the number of unique people who have created a story about your page)
- Total Reach (the number of unique people who have seen any content associated with your page)

5.2 Linked-In

It would also be useful to create a Linked-in page for the CRISP project, and invite members from groups who may be interested in your project goals/aims. You should also make sure that all project members who use Linked-In list the project under the details of their current post. Linked-In is a prime avenue into the business world. People can search for your project, and often some of these people can be those who do not use Facebook. Just as for Facebook, make sure you reply to any messages promptly.

"*2nd Annual Meeting, PSI, Villigen, Switzerland, 18-20 March 2013*" – A very factual post if used on Linked-In

Target audience:
   o   European scientists in e-science
   o   Influential policy makers in European science, government and business

Example of content:
   o   Join groups and post stories that generate a DISCUSSION once per month
   o   Analyse through Google Analytics for activity spikes and count interactions (e.g. comments etc.)

5.3 Google +

Google + is not as widely used as Facebook, but it is definitely still worth creating a page. Google + is also extremely likely to grow with time, so early adoption of the social media site now could radically boost your project's long-term impact. You can use the same tactics as for Facebook to help promote your company.

"*The 2nd Annual Meeting for Crisp is taking place in Villigen in Switzerland. Dates are 18th to 20th March 2013*" – In this case a post which would be the same as Facebook can be used for Google +. You can automate this using IFTTT[3].

Target audience:
   o   Google+ might have only half the users of twitter, but the users are very tech-savvy and ready to engage on complex topics = perfect for CRISP

Recommendations:
   o   CREATE HANGOUTS e.g. in conjunction with other projects on subjects e.g. there are plans to create a hangout entitled 'How CERN collects data?' Always provide an expert for people to contact.
   o   Anything VISUAL should be prioritised for Google+ e.g. photos, spotlights, videos, photos from events etc.
   o   A unique selling point of Google+ is that it allows you to post to different circles and groups. You could separate via CRISP's four technology groups.

5.4 Twitter

Twitter is a vital tool for promoting the CRISP project. You should aim to increase your follower count on Twitter and engage with your audience.

"*2nd Annual Meeting in Switzerland, 18-20 March 2013*"- Notice how some of the information is removed for the Twitter feed as tweets needs to be brief (140 characters, including hashtags and links).

Target audience:

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[3] https://ifttt.com/

o Journalists, influencers, media, scientists etc.

Recommendations:
- o You should attempt to Tweet at least once a day.
- o Tweet about what you're interested in, but also use contemporary news stories to give your work some context in a wider sphere.
- o Another tip is to schedule your Tweets. If you Tweet during office hours for example you are more likely to be retweeted and read, than if for example you Tweeted early in the morning or at the weekend.
- o Try and engage more in CONVERSATIONS on Twitter
- o Add value by asking questions rather than just making statements/pointing to things online
- o Thoughtful use of hashtags (#) and mentions to build followers from those already interested in your topics and following Twitter feeds similar to yours
- o Reply to other people's posts especially if they have a lot of followers
- o Keep content fresh just in case people only check once every two days. Try not to tweet your own content too often.
- o It's really hard to know which post(s) inspire someone to follow you but it's good to record this type of information if you can
- o It is important to retweet other users' tweets (increases chance of reciprocation, plus it is an effective a way of sharing interesting information with followers, etc.)
- o Create and add yourself to Twitter lists (http://mashable.com/2009/11/02/twitter-lists-guide/)
- o Most importantly have fun with it!

How do you measure your success?
- o Examine follower count (fans, followers). Make sure you record these figures on a weekly basis as no free tools are available currently to record these trends.
- o Monitor referral traffic through Google Analytics
- o Examine interactions i.e. numbers of @retweets and @mentions
- o Measure impressions and tweets per week via Tweetreach[4]
- o Measure @mentions and @retweets via Topsy[5]
- o Followers vs. un-followers using Twiangulate[6]

Examples of Twitter accounts to follow
Most of these accounts are for grid computing networks or for publications that could potentially pick up tweets from your project and write articles about them.

@CMSexperiment
@Eudat_eu
@OpenAIRE_eu
@UCL_ExCiteS
@FermilabToday
@academia
@WCGrid
@TWGrid

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[4] http://tweetreach.com/
[5] http://topsy.com/
[6] http://twiangulate.com/search/

@setihome
@emiproject
@gridfederation
@PLGrid
@googleanalytics
@GEANTnews
@TheSAGrid
@ALICEexperiment
@rosettaathome
@europeangrid
@isgtw
@SuGI09
@QMUL
@HPCwire
@e_scitalk

Make sure you retweet interesting Tweets these followers may post. If you retweet their Tweet, there is a chance they will retweet yours, and hence spread your Tweet further!

The use of @ and # on Twitter
On Twitter the use of # and @ signs is extremely important. A hashtag (#) is a way of adding a keyword into your Tweet. Make sure you add some keywords to every Tweet you send by adding #example. An @someone is a way of mentioning a follower to a Tweet. This will add extra attention to your Tweet and hence spread its impact. Make sure you target the @ symbol on influential followers as they are even more likely to spread your Tweets. Use Triangulate to see how influential your followers are.

5.5 Other sites to consider

You might decide to create a Wikipedia page. This can greatly increase your website traffic. However, make sure that there are independent references to quote otherwise the page will be deleted. E-ScienceTalk has some experience in developing links, and can offer advice.

Other possible organisations to contact are social network for scientists. Try and develop relationships with managers and post content. You can measure engagement through interactions (comments etc.).

- o **ResearchGate** (www.researchgate.net) About 1.4m researchers have signed up and that number is growing by 50,000 a month
- o **MyScienceWork** (http://www.mysciencework.com/)
- o **Academia.edu** (www.academia.edu) Smaller, about 211,000 registered users

6. **General social media promotion tips**

One of the best ways to ensure follower growth on Twitter and lots of 'likes' on Facebook is to ensure content is of high-quality. You may want to tweet a news story that centres on some research to which your project has contributed, or repost a story from the web

which relates to some research you are currently working on. Even just tweeting some interesting facts pertinent to your work could result in retweets.

Make sure that any social media icons are visible on the CRISP website (usually in the top right-hand corner). Try to use the actual logos for the sites as it makes the links seem more legitimate. Also, add these icons to your email signature. A Twitter account with many followers or a Facebook page with many likes will encourage other users to sign up!

AddThis[7] is a widely used social bookmarking service that can be integrated into a website with the use of a web widget. Once it is added, visitors to the website can bookmark an item using a variety of services, such as Facebook, MySpace, Google Bookmarks, Pinterest, and Twitter. Check out the e-ScienceTalk[8] page, that features a ShareThis drop down menu.

Users who like your page or follow you should also be rewarded! Carry out competitions to win things for liking your pages or following you. Prizes could be something fairly everyday, such as a laptop case branded with your project's logo, but as soon as someone wins one it will make them feel like the pages are not just one-way traffic, and their 'liking' it does make a difference. You could also reward – say – every 1000th follower on Twitter, or maybe every 500th 'like' on Facebook.

Never underestimate the power of advertising. Think about setting up a Facebook advert for CRISP targeting a physics/astronomy audience that would be specifically interested in your project. This could increase traffic and engagement.

Share multimedia content. This is more interesting than just words or pictures, and may encourage people to explore your project further.

Don't be afraid to be humorous. Sharing multimedia content, and being genuinely amusing and interesting can encourage people to explore your site further.

Think about the demographic of people who follow you on different sites. Likes on Linked-In tend to be different from those you get on Facebook. Make sure, when writing content for these social media sites, that you keep this in mind, otherwise you could risk alienating the target audience.

> "*LinkedIn users tend to be in their 40s and older, they tend to be white collar professionals, and they tend to be people with college degrees.*"
> *http://www.forbes.com/sites/joshbersin/2012/05/21/facebook-vs-linkedin-whats-the-difference/*

> " *Facebook has 845 million users, the average time online is 23 minutes* "

7. Managing your social media

Managing a vast array of social media presences can be daunting. The best way to manage the sites if time is limited is to first curate each page individually. After

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[7] http://www.addthis.com/

[8] http://www.e-sciencetalk.org/

developing your own style, use a simple system to check and update each page every day. This could be manual, e.g. using calendar reminders, or a tool like If This Then That[9] (ifttt). Ifttt is an automatic social media management tool that allows a user to create a post on Facebook. It will then automatically post the same post to Google +. The tool is free and has been heavily utilised and tested by the team at e-ScienceTalk.

Each site requires a different approach for posting because of the target audiences associated with each site. You could spend up to an hour per day updating all of the sites individually, ensuring quality posts on every site.

However if time is an issue there are ways to update all sites at the same time. You can simply paste the same message into every site (not advised) or you can use a online service where you paste your message in and it posts to all sites at one (also not advised but an exception for Google + and Facebook).

8.   What analytics tools are available?

An important part of managing your social media is tracking and evaluating your successful campaigns. As soon as you set up a channel, keep a track of followers/ likes etc. Use a spreadsheet and sample as often as you can (once a week if possible). For twitter, you can sign up to an email service that sends you data on number of followers, and latest quitters (e.g. Nutshell[10]). The online services, which offer likes/followers history, can be very expensive and limited in use. Keep track of your own data!

There are many website analytics tools that can be used. Perhaps the most widely used is Google Analytics. http://www.google.com/analytics/. This can be useful for seeing whether your campaigns are working.

Google Analytics also allows you to track interactions in social media. No setup is required to track Google +1 interactions that occur on your site. However, to track interactions with non-Google interactions, you will need to modify your tracking code. Unfortunately, some of the big players in Social are not participating, like Facebook and Twitter. If you do set it up, you will have access to the Google+ messages, and other bookmarking services (e.g. Digg, Stumbleupon).

Below are some of our recommendations:
1.   *Is social media driving traffic?*
        Monitor through Google analytics (e.g. percentage of referrals from social media)
2. *How many people are listening?* Reach
        Counts and analytics (e.g. sum of 'Friends', 'Followers', RSS feeds),
3. *How many people are actively participating?* Engagement
        Counting and Google analytics AddThis (e.g. comments on posts, uploads of pictures and videos)
4. *How many people are forwarding our messages?* Influence

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[9] [9] https://ifttt.com/
[10] http://www.nutshell.com/

Twitter tools (e.g. Retweetrank, twitter tracker, tweetreach, Topsy, Twiangulate)

5. How influential is CRISP? Influence and significance

Use tools such as Klout[11] and Social Mention[12]. These two websites can be useful to check on an occasional basis, and make comparisons with other organisations.

9. Summary

Here are some of the main recommendations from the report:
- Do not ignore your social media. Keep it up-to-date
- Record analytics – they could be useful in the future
- Tailor your posts to each specific service
- Interact with your audience
- Share Multimedia content
- Don't be afraid to be funny

10. Reading Material

A guide to using Twitter in university research, teaching, and impact activities
http://blogs.lse.ac.uk/impactofsocialsciences/files/2011/11/Published-Twitter_Guide_Sept_2011.pdf

How do I cite a tweet?
http://www.mla.org/style/handbook_faq/cite_a_tweet

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[11] http://klout.com/home

[12] http://www.socialmention.com/

Evaluation of the CRISP Website
August 2012

The purpose of this report is to provide an evaluation of the CRISP website (http://www.crisp-fp7.eu/). We have conducted a thorough analysis which includes:

- First impressions of the website from the perspectives of the e-ScienceTalk team, and casual reviewers from the physics community,
- Impressions of the website's purpose and intended message,
- Views on the site's navigability,
- Views on accessibility of the website,
- Some recommendations for improving the website.

First Impressions
- The colours and layout of the site make the website look professional. All images and graphics serve a function and enrich the site. Increasing the size of the pictures would make it more attractive for a broader audience.
- The URL is difficult to remember, as it includes a dash, and "FP7".
- It is not initially clear what CRISP stands for. You can only see the full name in the logo. It would be helpful to offer an explanation for the acronym CRISP within the introductory 'About Us' text. This should stand out by either being larger, part of a banner, or written in a different colour.
- The logo resolution and size could be increased for greater visibility.
- The site could be made more inviting. Currently, it is similar to other corporate "about us" pages. The 'About Us' page could benefit from a more digestible format (i.e. a more concise introduction to the project with more bullet points), which would make it easier to read.

Impressions of the website's purpose and intended message
- The exact purpose of the site is not immediately clear from the home page. It should be outlined in the 'About Us' page. It is useful to mention, even if it is obvious, what the sites purpose is in the 'About Us' page (i.e. to summarize the current research from CRISP etc.). The audience appears to be researchers in the area, but to aid further exploration, a simple sentence would be useful describing what the site/and or project can offer.
- It would be beneficial to have a more obvious call to action. If the project's call to action is the contact form, then for each of the different technical areas/topic groups, it would be useful to have a contact name on each of the pages (i.e. Hans Weise (DESY) email from Accelerators).
- Each individual area has a section for publications, and results. It would also be advantageous to also have a press page for the entire project.

Content and formatting

- Overall, the content of the site is well written. The information is quite technical, and there is some jargon, but this is appropriate for an already well-informed audience. The material is pretty comprehensive.
- On some of the pages there seems to be "too much" content, meaning that the eye is initially confused as to where to settle.
- The formatting of the introductory text on the 'About Us' could be improved. Readers on the web rarely read word for word, and instead they glance over a page, only picking up a few words or phrases that most attract attention. Less text would make it easier to read about CRISP, and then interested individuals could delve deeper in a linked 'About Us' page. It would also be easier to follow the text if it was broken up with headings e.g. 'Objectives'.
- Superfluous text could also be removed from some pages. For example, on the 'Partners' page, it would be more convenient to see all the partners at once, and not have to scroll down the page. The 'Project Members' page is a lot easier to read as there is less descriptive text, but still serves its purpose of showing who is involved in the project.
- The 'Research Programme' page also has a lot of text, and it would be easier if you could click on the different work packages to reveal more, rather than seeing a large amount of text.
- Some of the pages are blank e.g. the Industry Synergies section (http://www.crisp-fp7.eu/industry-solutions/industry-events/). If there is no contact for these pages, it would be beneficial to mention that content will follow shortly.

Navigation
- The pages appear to load at a fast pace, and there were no technical difficulties experienced.
- All links are easy to identify and are working.
- The full site map at the bottom of the page is extremely useful.
- Navigation to the 'home page' is simple via the 'About CRISP' link.
- The site design is logically organized into subsections.
- The number of navigation menus makes the site a little confusing to move around; there are 2 main menus (and one sub menu) at the top, and then a further side menu. There are also 2 smaller navigation bars at the top and bottom of the page. There are a total of 5 navigation bars which make the site difficult to navigate.
- It is not immediately clear to someone unfamiliar with CRISP what type of information is found in the second navigation bar. It would therefore be helpful to introduce the topics (Accelerators, Instruments & Experiments, Detectors & Data Acquisition, and Information Technology & Data Management) in the 'About US page'.
- Breaking down some of the content into easier to digest chunks, as well as reducing the amount of menu bars would increase usability vastly.

- The 'News and Events' lists a large number of events. The edition of a calendar would be useful for this page. News and events could also be split into two pages or be demarcated. News could showcase stories that mention CRISP e.g. items in iSGTW or in blogs etc.

Look and Feel
- The images on the site make the site very 'appealing' and add value to the content.
- The menu navigation is all in capital letters making the words harder to read and slightly less "welcoming" to click on. Removing the caps from all the menus would also help usability.
- Having the body text as a light grey makes the text slightly harder to read, and hence puts you off reading it. Making the body text black would make it easier to read.
- The site would benefit from a reduced ratio of text to graphical or tabular presentations of content.
- Some of the images are striking, but are too small to view, and could be increased slightly to improve clarity.

Access and accessibility
- When you locate 'CRISP within a Google search engine, the main search result information and site link descriptions[13] are limited. To improve the quality of your site links Google recommends examining your site's internal links, and make sure you use anchor text and alt text that's informative, compact, and avoids repetition.
- The text should be in columns to improve readability.
- There should be some accessibility tools and guidance for use (e.g. text size chooser, colour inverter, a dedicated accessibility page).
- Social media links could be added to the top left hand corner of the page.

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[13] http://support.google.com/webmasters/bin/answer.py?hl=en&answer=47334