

Collection of examples of good practice

ANNEX OF FINAL REPORT

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Content:

Examples of good practice.....	3
1.1 Internet press releases.....	3
1.2 Commercial Annex	5
1.3 On-line propagation	7
1.3.1 Web pages.....	7
1.4 Social media.....	9
1.4.1 Blogs.....	9
1.4.2 Microblogs.....	12
1.4.3 Discussion forums.....	14
1.4.4 Social networks	16
1.4.5 Shared multimedia	18

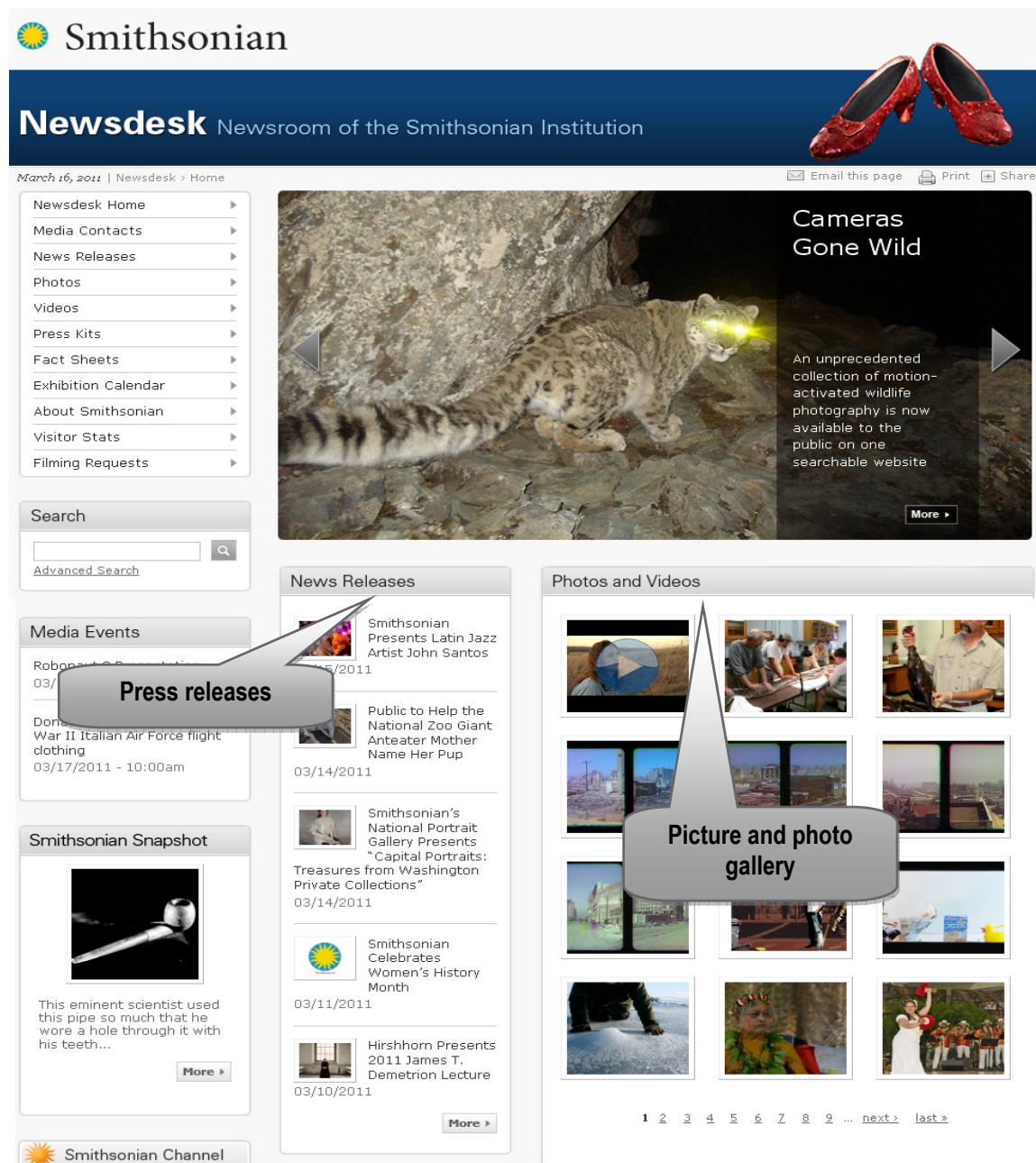
Examples of good practice

The following text gives examples of good practice as an inspiration for the possible use of communication tools for implementing communication tools of RDI OP. These are general examples and possibilities of using promotion and awareness tools, which however must always act in accordance with the approved communications plan of RDI OP, or its approved annual updates.

1.1 Internet press releases

- Press reports currently do not serve as distribution only for journalists, but also to publish on websites. These press releases can be considerably longer than those released via news media and do not have to only concern announcements and closing of calls.
- Press releases published on websites should be targeted at the general public and journalists who want to find extra information about the programme – it should therefore not only be directed to applicants and beneficiaries.
- This means that press releases do not have to be limited only to call announcements and projects approvals. Greater attention should also be paid to more general topics - such as the situation in Czech science, the success of Czech scientists abroad, history of science, etc.
- The choice of topics should be focused on current issues that are much discussed in the media. Thus the general public often enters them into search engines, which will guarantee a few times higher readership than only reports on RDI OP (the issue of RDI OP should be incorporated in reports, however, they should not act primarily on it).
- Thus conceived press releases, which are primarily intended for internet users should also use links to other websites and other media, to a much greater extent - such as YouTube, blogs, etc.
- This also relates to creating a high-quality "media room" or area where press releases are located. This part of the web server, in addition to press releases should also include a photo gallery, videos promoting a given issue and links to other information channels. It will be much easier for journalists to work on finding information and contacting the relevant people. Below is an example of the media room Smithsonian research organization (www.si.edu), which includes a video gallery, photo gallery, press releases, invitations to events, etc.

Picture 1: Examples of the Smithsonian media room



Source: <http://newsdesk.si.edu/>

1.2 Commercial Annex

The commercial inserts of daily papers are among effective tools of marketing and promotion. Some newspapers now have commercial inserts graphically unified with the overall look of a newspaper and readers often consider a notification as a complete column.

The commercial inserts of daily papers are intended for the general public and thus should contain texts which readers commonly encounter in newspapers, interviews, comments (essays) and articles that mainly focus on specific social projects and their contribution

1. Column of the Minister or Director of a department

- The column should be devoted to comments on the current state of the operational program - a summary of the state of drawing funds, a closer look at specific projects, views on the future etc.

2. Specific projects of RDI OP

- Description of specific projects.
- Projects should be processed in a simple, comprehensible form and should contain quote implementers.
- Photos will also accompany the description of a project.

3. Interview with the project implementer

- A short interview with the beneficiary of a fund about why he decided to implement the project, what is the situation in science and research according to him, how important are EU funds according to him, etc.

4. Interview with an expert on education

- An interview with an expert on science and research (science promoter, employee of a research institution, etc.) that would give an idea of the benefits of European funding from a professional perspective.
- This would especially deal with the current situation in the field of science and research (funding problems, how Czech science manages in comparison with the world, etc.) and how European subsidies help solve this problem.

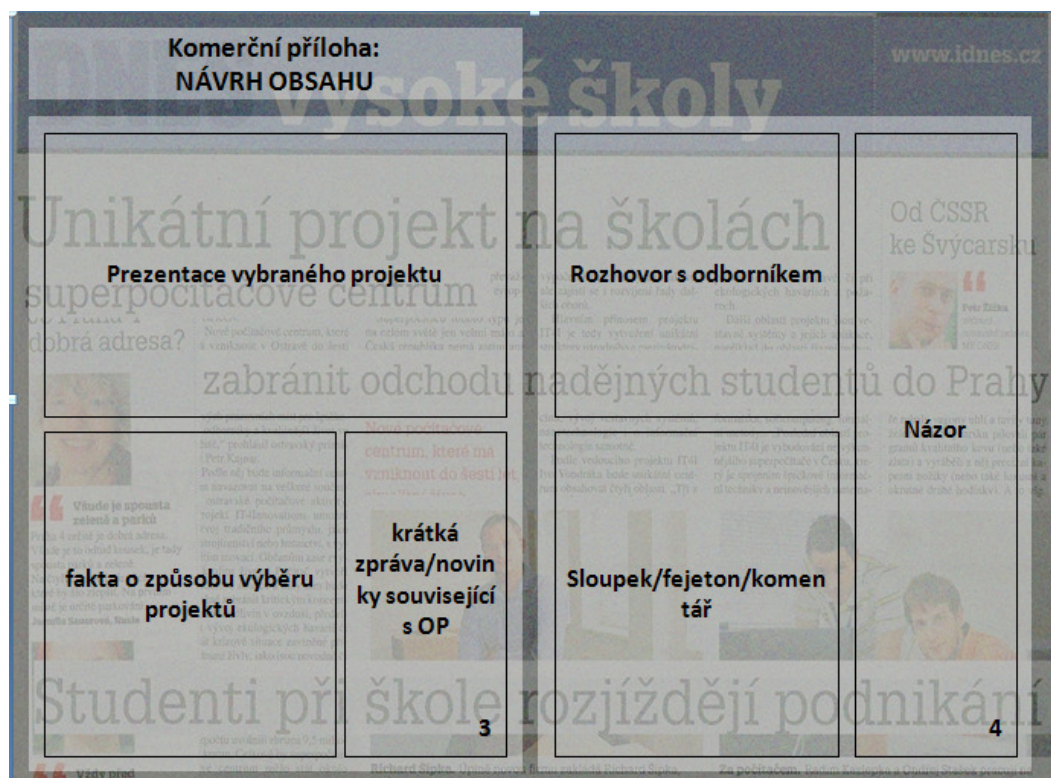
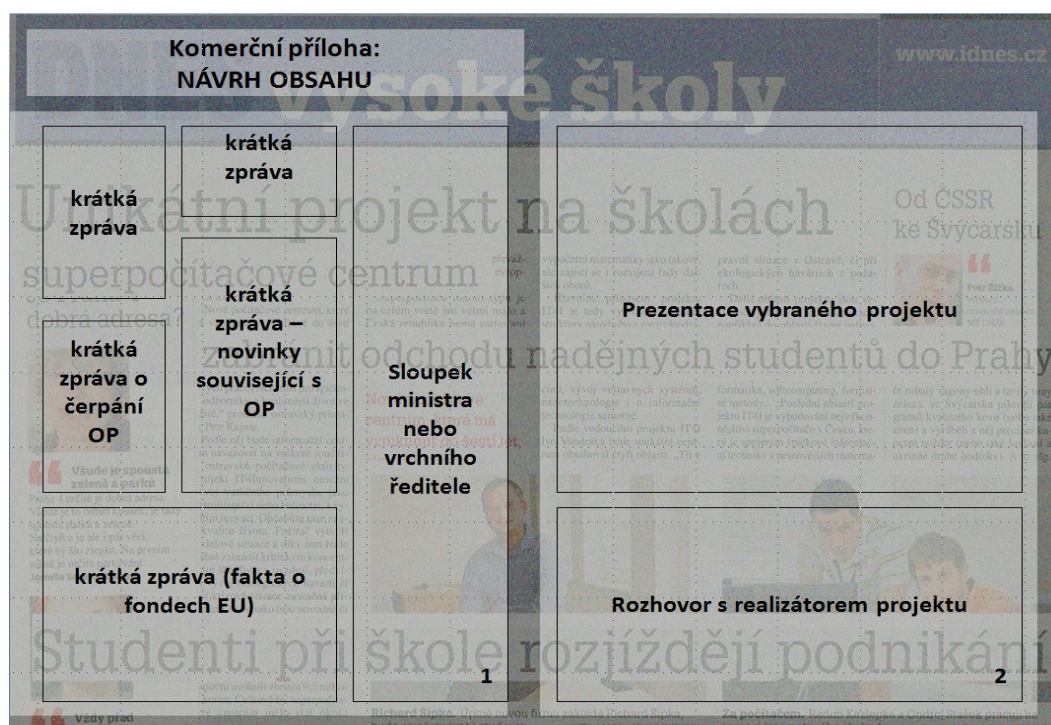
5. Column / feuilleton / commentary

- A short article could be located under the description of a project that would reflect on the evaluation of projects, problems in implementation, the current program status, etc. in an interesting way.

6. Reports and news related to the OP

- The attachment would also be complimented with news and information about announced calls, the number of approved projects, invitations to events, etc.

Picture 2: Visualization of inserts



1.3 Online advertising

1.3.1 Web pages

Well-prepared content of a website is a vital precondition for successful marketing activities on the internet.

The content is important not only for the web, but any other internet environments connected with it - blogs, news, social networking, encyclopedia and discussion forums. Not even graphically made banner advertising helps without a well-prepared text for the target.

Web Content

For a communication program to be effective is to necessary to design web content to be interesting to all target groups that need to be addressed. The overall online presentation needs to be unique and offer something different than competition does **so that visitors would not have the urge to leave the site**. A variety of interactive elements can serve this purpose, such as images, videos, interviews with popular scientific personalities, etc.

Websites should also maintain an information service for applicants and beneficiaries in its current form, however, they should also include generally conceived topics of **science, research and development** processed in an accessible form for users from the general public. This means that websites should offer users:

- Current news about the advertised program and institution.
- Sections for different types of users (professional community, general public, journalists, registered users, etc.).
- Link to calendar events.
- The possibility to register on the website to receive newsletters.
- Interviews with experts in education and implementers of projects or with their participants (school children).
- Links with social media (twitter, blogs, facebook, youtube, flitr, etc.).
- Invitations to events.
- Attractive images that immediately captivate the reader.

Below is an example of the website of the Smithsonian research organization, which contains news concerning the institution, sections for different types, links with social media, the possibility of subscribing for a magazine, etc.

Picture 3: Example of the website of the Smithsonian research organization



Source: <http://www.si.edu/>

1.4 Social media

Social media has recently recorded a big rise. The interest of people is gradually beginning to shift from conventional searching for information to sparing information. It plays in favour of social media, whose goal is to transform the one-sided form of traditional media to social dialogue. Social media has the ability to reach a mass number of users, but their impact on the other party may be absolutely minimal (for example, a blog can be attended by hundreds of thousands of users or, conversely, may appeal to no-one).

Rules of propagation in social media

- If you decide to advertise in social media, you must first have quality propagation on websites. Presentations in social media should direct a user to the web or website that may inspire them to visit blogs and social networks.
- Social media requires time investment in particular. Keep in mind that you may have to dedicate yourself every day to the presentation in social networks and continually evaluate published comments and contributions (or their absence). In the case of social networks it is also necessary to constantly communicate with users.
- Remember that blogging irregularly or lacking in communication with users is much worse than not advertising in social media at all.
- Social media is primarily used for interaction. If you will have the feeling that you only prefer propagation, where the expected reaction of users is not too big, be sure to avoid a presentation on social networks and concerning propagation in social media, restrict your efforts only to blogs (there the reaction of users may be limited).

1.4.1 Blogs

- Blogs serve to give expert information or professional opinion that the reader would not get any other way.
- In addition to separately existing blogs, this form of social media is also part of the official websites of private companies and public institutions. It provides the possibility of setting up blogs and news sites.
- The forms of blogs can vary, from personal diaries, commenting topical issues, world events to creating specialized texts.
- In addition to classically written texts, there are also video blogs, photo blogs or audio blogs (MP3 blogs).
- Blogs are usually interactive and visitors can leave comments or even send messages to authors.
- Most bloggers also combine their texts with links to other blogs, web pages with links to other blogs, websites, videos, pictures, etc.
- Influential bloggers tend to have a broad base of readers and are often quoted in the media.

Proposed activities

- For the purposes of RDI OP, the best founded blog is directly on the program website. Employees of the MEY&S would regularly comment on the latest developments in science and research, the state of the operational program, interesting projects and publish scholarly articles for applicants and beneficiaries, etc
- Another option is to focus a blog on projects supported by the RDI OP and science and research in general - for example, there may be alternating posts from project implementers who comment on the status of a project, specifically how to help improve the quality of Czech science and research.
- It should be borne in mind that some user comments can be very critical and aggressive. A blog must have clearly defined rules for discussion where it is possible to delete such comments. It is not advisable to start a discussion under an article, which serves rather as a survey of opinions.

Below is an **example of a blog of the Smithsonian organization** – it contains articles and links to other social media

Picture 4: Example of a blog focused on the field of science and research



Home About Archives Smithsonian Research Online [Subscribe](#)

Smithsonian Science

FEATURED RESEARCH TOPICS NEW ACQUISITIONS BOOK REVIEW VIDEO MEET OUR SCIENTISTS

Smithsonian Science

Enter your search keywords here... [SEARCH](#)

"Ohboya!" It's the Bonaire banded box jellyfish, a new species

Posted on March 15, 2011

The words "box jelly" may bring to mind something sweet and tasty, but the banded box jelly of Bonaire is a highly venomous jellyfish with a sting that can inflict serious pain. Recently discovered in the waters off the island of Bonaire in the Dutch Caribbean, this strong swimming creature has distinct brown to reddish-orange [...] [...more]

Comments (0)

Invasive Burmese pythons taking a toll on Florida's native birds

Posted on March 11, 2011

As researchers investigate the impact of the Burmese python in the Everglades, scientists from the Smithsonian Institution, South Florida Natural Resources Center and the University of Florida examined the snake's predation of the area's birds. They found that birds, including endangered species, accounted for 25 percent of the python's diet in the Everglades. [...] [...more]

Comments (3)

Understanding the Japan Earthquake

Planetary Geologist Jim Zimbelman

Recent Videos

- Smithsonian geologist Liz Cottrell discusses the March 11, 2011 Japan earthquake and its mechanics
- Meet Our Scientist: Briana Pobiner, human origins researcher at the Smithsonian's National Museum of Natural History in Washington, D.C.
- A new perspective on the Solar System with

Link to the YouTube channel of the organization

Source: <http://blogs.smithsonianmag.com/science/>

1.4.2 Microblogs

- Microblogs are usually shorter than traditional blogs and may consist of only one sentence, video or mp3 file.
- On social networks, this form is used in statuses – a short contribution of a current status or opinion on a particular topic (sports, film, art, etc.).
- A typical microblog (with the most users in the world), which is at the same time a social network, Twitter.

Proposed activities

- A short piece of information on science and research. In the channel (Twitter) the customer may be interested in the issue of RDI OP – whatever is addressed, albeit marginally.
- It's also good to use retweet (sharing foreign "status") on interesting information on a topic.
- A microblog also informs a consumers of a channel's current articles published on websites.

Below is a profile of the website of the Smithsonian organization on the social network Twitter (twitter.com) using the principle of microblogging – it contains current information regarding the organization and science in general as well as information taken from other users (retweet)

Picture 5: a profile of a web presentation on the social network Twitter



Have an account? [Sign in](#)

Get short, timely messages from Smithsonian.

Twitter is a rich source of instantly updated information. It's easy to stay updated on an incredibly wide variety of topics. **Join today** and **follow @smithsonian**.

[Sign Up](#)

Get updates via SMS by texting **follow smithsonian** to your local code. [Codes for other countries](#)

 **smithsonian**

Online Education Event tmrw:
Educating for Global Competence:
Why does it matter today? <http://ow.ly/4f5pa>

about 17 hours ago via HootSuite

@smilesbetter Can't take credit! Those ads weren't created by us. It was an ad school assignment <http://ow.ly/4eSmr>

about 21 hours ago via HootSuite in reply to SmilesBetter

Happy Bday, Einstein! We have one of his pipes (currently on loan to @bhaajh) <http://ow.ly/4e9iw>

8:40 AM Mar 14th via HootSuite

@katgrandstaff Hope you enjoyed the exhibition. You can follow them on twitter @npg!

4:40 AM Mar 14th via HootSuite in reply to KatGrandstaff

Invasive Burmese pythons taking a toll on native FL birds like herons. <http://ow.ly/4csk5> (Warning: potentially stomach-turning pics)

10:00 AM Mar 11th via HootSuite

@amberbrook Hmmm, we're pinging our friends at @NMNH to help answer. (That's where all our geology experts are)

9:26 AM Mar 11th via HootSuite in reply to @amberbrook

We need your help! Do you know any scientists? <http://ow.ly/4aOXt> #crowd

7:35 AM Mar 9th via HootSuite

[more](#)

Name Smithsonian
Location Washington, DC
Web <http://www.si.edu>
Bio The world's largest museum complex & research organization composed of 19 museums, 9 research centers, and the National Zoo.

121 following 315,533 followers 7,952 listed

Tweets 4,105

Favorites

Lists

@smithsonian/askacurator
 @smithsonian/smithsonian
 @smithsonian/recommended
[View all](#)

Following

[View all...](#)

RSS feed of smithsonian's tweets

Information regarding scientific news

Information taken from other users

<http://twitter.com/smithsonian>

1.4.3 Discussion forums

- Users of forums usually share a common interest, which is then discussed with other users.
- It may be about a particular activity (horse riding, fishing, Hollywood movies, racing wheels, etc.), but also political interest or affiliation to a minority group.
- Discussion forums are now widely used not only as supplements to the official websites of various organizations and private companies, but also in online media through discussions under individual articles.
- Another type of discussion forums can also be so-called Q & A portals (Questions and Answers), where for example, specific technical problems (difficulties with the internet, multimedia, etc.) are discussed.

Proposed activities

- Discussion forums allow establishing of one's own sections, so it is possible (usually after registration) to regularly contribute to these groups. However, they are usually created independently and the participation of some bodies (eg ministries) can be expressly prohibited.
- For the purpose of RDI OP, it would be best to set up a forum or Q & A section within the websites and topics to focus not only on advice to potential applicants and beneficiaries, but also to the general public - for example, lead a discussion of individual implemented projects, the situation in Czech science, etc.
- For the MEY&S it may also be interesting to survey opinions, which can also be obtained purposefully, such as by selecting topics.
- Responses to contributions may not be immediate, but longer intervals are also recommended since users might lose interest in attending a forum.

Below is an example of a **discussion forum of the Electrical Engineering Faculty CVUT regarding science**, which includes topics from the world of science and education.

Picture 6: Example of a discussion forum

Diskusní fórum FEL » Budoucnost FEL » **Věda versus výuka, kvalita versus kvantita**

Stránky 1 2 Další Chcete-li přispívat, musíte se [přihlásit](#) nebo projít procesem [registrace](#).

Příspěvky [1 až 25 z 30] [RSS zdroj tématu](#)

prof. Ing. Pavel Hazdra, CSc. Akademická obec FEL  Nepřítomen	17.06.2010 11:40:11 1 V dnešních novinách se objevilo několik informací týkajících se nového přístupu k financování vysokých škol http://domaci.lhned.cz/c1-44301340-stud....mene-penez http://www.lidovky.cz/vysoke-skoly-dost....domov_pks Bližší informace k tomuto tématu lze nalézt mj. v dokumentu http://www.upol.cz/fileadmin/user_upload....-verze.pdf V minulosti fakulta vystupovala proaktivně, zejména jednalo-li se o uvědomění si významu vědecké činnosti a kvality doktorského studia. Bohužel, zdá se, že v poslední době poněkud tápeme, mnozí senátoři, ale i lodivodi jako by nevěděli odkud vítr vane. Má-li fakulta zůstat silnou a jednotnou, je třeba, aby došlo urychlené diskusi a vytvoření odpovídajících mechanismů, které by skutečně stimulovaly profilování FEL (totéž platí i o ČVUT) jako výzkumné fakulty (univerzity). Dle mého názoru je smrtelné to, čeho jsme svědky, že jeden volá hot a druhý čehý. <i>Naposledy upravil: hazdra (17.06.2010 11:41:55)</i>
prof. Ing. Michael Šebek, DrSc. Akademická obec FEL  Nepřítomen	17.06.2010 16:40:26 4 prof. Ing. Pavel Hazdra, CSc. (hazdra) napsal: Má-li fakulta zůstat silnou a jednotnou, je třeba, aby došlo urychlené diskusi a vytvoření odpovídajících mechanismů, které by skutečně stimulovaly profilování FEL (totéž platí i o ČVUT) jako výzkumné fakulty (univerzity). Dle mého názoru je smrtelné to, čeho jsme svědky, že jeden volá hot a druhý čehý. Ale jak začít diskusi, o čemkoli? Marně se o to pokoušíme už pár let. Diskuse na FEL je jediné tady na fóru, a tedy se většina lidí v základním shodně (náročnější PhD, doc. prof., náročnější všechno, více a lepšího výzkumu, lepší VR, a mnohé další). Další = většina fakulty o ničem nediskutuje, leda snad v utajení. Jenže pak si zvolí své senátory, ti pak zase bez diskuse vše dobré zatlučou a hlasují proti všemu novému a dobrému. Osobně si to vykládám tak, že ona většina lidí zastává názory, které se bojí nebo stydí říct nahlas. Nedovedu si totiž vůbec představit, jak by někdo veřejně argumentoval pro ty šílenosti, které se odhlasují a pak dějí: Copak se dá veřejně obhájit názor jako třeba: PhD má dostat skoro každý, i bez rozumných výsledků. Podobně docenta a profesora. Výzkumná fakulta nemusí mít žádné výzkumné výsledky. Co nejvíce práci zatajíme, přestože zákon zařizuje je zveřejnit. Ze má být školitelem i člověk, který měl 20 neúspěšných doktorandů a ani jednoho úspěšného, že má být školitelem člověk, který se do šedesáti nedokázal habilitovat. Atd. Copak tohle někdo řekne veřejně, natož bude obhajovat? A přesto to většina tak chce, soudě alespoň podle jejich hlasování (tajných). Voláte-li tedy po diskusi, pak to neříkejte tady. Zde přítomní diskutují i bez vaší výzvy. Raději to řekněte těm, kteří nediskutují, ani tady ani jinde. Prostě obejděte pár chodeb a promluvte s lidmi, o kterých jsme tady (diskusním fóru) nikdy neslyšeli. Přece zastáváte názor, že "největším bohatstvím školy jsou její zaměstnanci, a proto mají rozhodovat". Tak zkuste ono "bohatství" přimět, ať odkryje karty. A mimochodem, opravdu je fakulta "silná a jednotná"?

Source: <https://forum.feld.cvut.cz/topic/3131/veda-versus-vyuka-kvalita-versus-quantita/>

1.4.4 Social networks

- Social networks allow users to create a profile and use it to communicate with existing friends, find lost acquaintances or create entirely new social ties.
- Users also express their interests through membership in various groups or monitoring certain topics.
- Social networks also tend to be linked with discussion forums and shared multimedia (YouTube, Flickr, etc.), it is therefore appropriate to promote the program with all these channels

Proposed activities

- Establishment a profile of RDI OP on one of the social networks where active communication with users (fans / friends / random contributors) will be possible.
- It is advisable to choose very specialized topics, it is better to focus on engaging content - interesting events concerning education, current information, commenting on events, planned events, etc.
- Establishing a profile, for example, on the social network site Facebook requires prompt and timely response to questions, suggestions or comments, it is therefore necessary to count on a large time investment.
- Communication with users should not be aggressive, even when users propagate false or unsubstantiated opinions. It is better to communicate calmly with them, and if user aggression escalates, rather end the discussion.

Below is an example of a **profile of the Smithsonian organization on the social network Facebook** – it includes news from the world of science, which can also be found on the website of the organization, on which, however, users can directly cement.

Picture 7: Example of a Facebook profile



The image shows a screenshot of the Smithsonian Institution's Facebook profile. The profile header includes the name "Smithsonian Institution" and the location "Muzeum/Umělecká galerie · Washington, District of Columbia". Below the header is a video titled "Understanding the Japan Earthquake" by Smithsonian geologist Dr. Lisa G. Thompson. A callout bubble points to the video with the text "News from the Word of education". Below the video are several user comments, including one from Luigi Guarino and another from Brandie Muse. A second callout bubble points to the comments with the text "User comments". The left sidebar shows the "Zed'" menu with options like Informace, Fotky (637), my Ustream, Exhibitions, Smithsonian Gift Collection, and Events. It also displays "85.145 lidem se to líbí" and a list of "Oblíbené stránky" including the Smithsonian Migratory Bird Center (SMBC), Smithsonian Institution Archives, Encyclopedia of Life Podcasts: One Species at a Time, Smithsonian National Museum of African, and Owney The Railway Mail Dog.

Source: <http://www.facebook.com/SmithsonianInstitution>

1.4.5 Shared multimedia

- Various servers offer storage of multimedia on a website, which can then be publicly shared. The advantage is relatively quick uploading of photos or videos, as well as the possibility of immediate evaluation on the impact on users – multimedia typically displays the number of views and users also have the opportunity to discuss given contributions.
- Using social media for propagation, however, works best in connection with other social media, especially with social networks which can be stored on a multimedia link. Publicly accessible multimedia is also displayed on top of search engines results.

Proposed activities

- Setting up own channel on YouTube where there may be a recorded video promoting selected projects of RDI OP.
- Within the services of YouTube, it is also possible to record user responses (comments). Videos can also be gradually published on a website, social network or blog.

Below is an example of the **profile of the Smithsonian organization on YouTube** – it includes videos with leading scientists, nature spots, etc., and users have the opportunity to comment on posts.

Picture 8: Example of a profile on YouTube



YouTube [Search Bar] [Vyhledat] [Procházet] [Nahrát] [Vytvořit účet] [Přihlásit se]

Smithsonian National Museum of Natural History [Odběr]

Nahráná videa (91)

- Understanding the Japan Earthquake**
Počet zhlédnutí: 1 257 - před 1 dnem
- New England Aquarium Student**
Počet zhlédnutí: 331 - před 2 týdny
- Human Origins: Designing the**
Počet zhlédnutí: 79 - před 2 týdny

Obíbená videa (10)

- Oil Spill Poses Risks to Gulf**
AMNHong - Počet zhlédnutí: 2 113
- Grey Matter: Cabinet of Death**
Themutter... - Počet zhlédnutí: 6 820
- Explore Snow Science**
naturaliso... - Počet zhlédnutí: 2 943

Our Centennial (21)

Odběratelé (1408)

Komentáře kanálu (32)

Profil

Jméno: Smithsonian - Natural History
 Zhlédnutí kanálu: 34 323
 Celkový počet zhlédnutí nahrané položky: 167 778
 Datum registrace: 2.05.2007
 Datum poslední návštěvy: před 1 dnem
 Odběratelé: 1 408
 Web: <http://www.mnh.si.edu/>

Here at the Smithsonian National Museum of Natural History (NMNH), we are dedicated to inspiring curiosity, discovery, and learning about the natural world through our unparalleled research, collections, exhibitions, and education outreach programs.

Join us online wherever you are!
 website: <http://www.mnh.si.edu>
 blog: <http://nmnh.typepad.com/100...>
 flickr: <http://flickr.com/photos/nmnh/>
 facebook: <http://www.facebook.com/nmnh>
 twitter: <http://twitter.com/nmnh>

Země: Spojené státy

#13 - Nej sledovanější (dnes) - Nezisková organizace - Globální

Source: <http://www.youtube.com/user/SmithsonianVideos>