A Scuola di OPENCOESIONE

VADEMECUM

ASOC COMMUNICATION TOOLS

This guide, **intended for students**, contains helpful information and advice for interacting with the At the School of OpenCohesion communication tools and channels.

The range of ASOC communication methods available to the community of participants is varied: website, Facebook Page, Facebook Group, X(Twitter), Instagram.

IMPORTANT

A general rule applies to all these tools, which is worth bearing in mind: all content that you wish to publish (Facebook post, a post on X(Twitter), blog article) **must be focused on the research that the class team is bringing forward.**

In addition, you should always consider the **recipients of your communications.** In communication channels, where messages are intended for the public outside the ASOC community (institutions, journalists, etc.), the content you have produced must be clear and effective, to explain your research to someone who probably does not know it very well, or who does not know it at all.

As well as the article you must write for the blog (see further down), the external communications tools are as follows: X(Twitter) account, Facebook page, other social media profiles (e.g. Instagram).

Communication within the territory however may be managed with more freedom, for example for discussing the state of progress of the project, asking questions, giving advice and recommendations.

NOTE:

In choosing the Class Team name and logo, and the Google and social media accounts, <u>DO NOT use</u> names that contain words that can be associated with the project, such as "ASOC", "ASOC2324", "At the School of OpenCohesion", "Cohesion", "OpenCohesion", "European Cohesion"...

Let's see in more detail in the following slides, how to use each communication method made available by ASOC.

WEBSITE www.ascuoladiopencoesione.it

The ASOC website is the primary communication method used by the ASOC team. The site has always up-to-date **news** on the ASOC project, on the world of open data and civic monitoring. You can also follow the **lessons** step by step from the website, the lesson videos, the slides, educational materials, additional resources and you will be able to compare yours with experiences of previous editions, looking at **previous projects, videos** and the **web series**. There will be a section on the website where you can view the content that you will publish, right from the start.

THINGS TO DO: Explore the website, keep up-to-date on the latest ASOC news, consult educational

material and information documents.

The **Lesson report** is the tool made available by the ASOC Team for communicating externally. It is a form that you must fill out for each lesson, entering the work carried out and various information on the project's progress.

Your team's Project Manager, assisted by the teachers, is in charge of filling out and sending the Lesson Reports, by filling in the forms.

There will be a **blog post** section in all Lesson Reports, where you will be able to report the project's progress. Here are some instructions for completing it:

- Follow a precise narrative: 1) starting point, 2) development, 3) end;
- Divide the text into sections to make it clearer;
- Make it immediately clear what you are talking about in the first 5 lines, ideally following the famous 5W rule in journalism (Who, What, When, Where, Why) i.e. immediately starting with who are the protagonists, what is the subject matter, when it takes place, where it happens and the reasons;
- insert links to sources of information cited;
- Use brief and concise phrases;
- Always bear in mind the recipients of your communication

FACEBOOK

Once the Social Media Manager is chosen, create a Facebook profile of your research team and update it with information on your research's progress. Your Facebook page plays a vital role, as it forms a privileged space for providing updates about your work, for involving entities potentially interested in the research in your territory, for sharing your videos, your photos and links.

OFFICIAL HASHTAG: #ASOC2324

When you cite the ASOC project, always use the official project hashtags, **#ASOC2324**. All your posts containing this hashtag will then be visible on search pages of the same hashtag.

X(TWITTER) ACCOUNT @ascuoladioc

WHAT TO DO: once the Social Media Manager is chosen, create a X(Twitter) account for your class and always keep it up-to-date, remember always to use the hashtags **#ASOC2324** and mention the ASOC official account **@ascuoladioc**
Important: content must always summarise the objectives of the chosen research!

POST ON X(TWITTER), USE HASHTAGS, MENTION AND FOLLOW USERS

First, click on "Posta". Type your post, **limited to the X(Twitter) characters** and click the button to post it on your profile. Characters are not many, so you must be good to summarise the information you want put out in simple and immediate concepts.

It is also possible to insert **mentions (@symbol)** and **hashtags (# symbol)** in post/tweet. With mentions you can also enter the name of a X(Twitter) user and cite them in your message. Simply type the username of the person after the @, e.g. @ascuoladioc. They will get a notification. While with hashtags (e.g. #ASOCEU) you can label your post, to make them appear in searches on a specific topic.

You can also post **photos, links** and **videos** on X(Twitter). For photos, click the camera icon and choose the image to attach to the post. For links, paste the page address to be shared in your message (the character limit will go down in this case).

Friends are not the same on X(Twitter) as they are on Facebook. Anyone can follow your messages. Followers, or people who follow your account, will see your messages on their timeline (a user's main page). In the same way, you can Follow other people.

OFFICIAL HASHTAG: #ASOC2324

Remember: the official hashtags for your post/tweet are **#ASOC2324** , while for citing ASOC (and therefore choosing how ASOC will see your post/tweet), just mention **@ascuoladioc**