



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, DO NOT use names that contain words that can be associated with the project, such as "ASOC", "ASOC2425", "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



Open Data, Monitoraggio Civico,
Politiche di Coesione nelle scuole italiane

COS'È ASOC ▾

LA COMMUNITY ▾

LA DIDATTICA ▾

SCUOLE E RICERCHE ▾

ASOC+ ▾

ASOC IN EUROPA ≡

ASOC Talk
con il Senato della Repubblica
per i team 2023-2024
di ASOC Primo Grado



ASOC Talk con il Senato della Repubblica per i team ASOC Primo Grado



progettare



monitorare



raccontare

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.

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: #ASOC2425

When you cite the ASOC project, always use the official project hashtags, **#ASOC2425**. All your posts containing this hashtag will then be visible on search pages of the same hashtag.

ACCOUNT INSTAGRAM [@A_SCUOLA_DI_OC](#)



a_scuola_di_oc Segui Messaggio ...

1.293 post 1.825 follower 1.499 seguiti

A Scuola di OpenCoesione

Istruzione

Progetto di didattica innovativa che promuove principi di cittadinanza attiva realizzando attività di monitoraggio... altro

www.ascuoladiopencoesione.it + 4

Follow the ASOC profile on Instagram to stay updated with the latest news about the project. Participate in ASOC's Question Time sessions and watch the stories to follow in real-time all the initiatives involving the A Scuola di OpenCoesione project. Post, repost, and like posts that you enjoy. Additionally, once assigned the role of Social Media Manager, create an Instagram account for your class and keep it consistently updated. Always remember to include the hashtag **#ASOC2425** in your posts and mention the ASOC account, **@a_scuola_di_oc**.

Important: The content should always summarize the goals of your chosen research! Also, try to differentiate your IG posts from those already published on Facebook.

On Instagram, there are no "friends" like on Facebook: anyone can follow your updates. These are called followers, meaning people who follow an Instagram account and view its feed posts.

IMPORTANT: To make your monitoring research known and allow everyone to share your work, ensure that your profile is set to public.

OFFICIAL HASHTAG: #ASOC2425

Remember: The official hashtag for your posts is **#ASOC2425**, and to reference the A Scuola di OpenCoesione project (so that the ASOC team can directly view your post), simply mention

@a_scuola_di_oc.