



**TF-CPR Sunday,
15-16 September, 2011**
Belgrade, Serbia
Author: Carrie Solomon

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Overview

The two day CPR meeting was held in Belgrade, the first time that AMRES has hosted a TF-CPR meeting. The first day was used for an all-day workshop on social media, for which attendees had to pay 150 euros/per person and 75 euros/person for each subsequent person from the same organisation. This money was used to pay a professional training organisation specialised in social media (there were two trainers), called Helpful Technology. The second day was a half day, in keeping with the traditional 1.5 day meeting format, and was used to cover more common TF-CPR topics. Overall, the two days were very successful, likely one of the best TF-CPR meetings ever. It was well attended, with >30 people and attracted newcomers like attendees from CYNET and University of Malta. The mood was positive, and many people expressed their satisfaction with the training. . With the exception of one or two who could not follow due to language and significant skill barriers, everyone felt they got their money's worth, and more!

List of Participants

The meeting was very well attended, the largest meeting in at least two years, perhaps ever.

Remote participation was not permitted to the social media workshop. One person (Gitte, Uni-C) participated remotely on Friday.

email	fname	lname	org
steph@helpfultechology.com	Steph	Gray	Helpful Technology
simon@claremont.org.uk	Simon	Booth-Lucking	Claremont PR
solomon@terena.org	Carrie	Solomon	TERENA
catherine.gater@egi.eu	Catherine	GATER	EGI.eu
chris.schembri-baldacchino@um.edu.mt	Chris	Schembri Baldacchino	University of Malta
christine.dworak@univie.ac.at	Christine	Dworak	ACOnet
cristina.lorenzo@rediris.es	Cristina	Lorenzo	RedIRIS
damjan.harisch@arnes.si	Damjan	Harisch	ARNES
domen.bozeglav@arnes.si	Domen	Božeglav	ARNES
elke@belnet.be	Elke	Dierckens	Belnet
fiona.coyle@heanet.ie	Fi	Coyle	HEAnet Ltd
gpkappos@ucy.ac.cy	George	Kappos	University of Cyprus
goran.skvarc@carnet.hr	Goran	Skvarc	CARNet
horvath@terena.org	Gyongyi	Horvath	TERENA
lars.fuglevaag@uninett.no	Lars	Fuglevaag	UNINETT
durnford@terena.org	Laura	Durnford	TERENA
lonneke.walk@surfnet.nl	Lonneke	Walk	SURFnet
m.laloo@qmul.ac.uk	Manisha	Laloo	e-ScienceTalk
maria.ristkok@eenet.ee	Maria	Ristkok	EENet
mattis@uninett.no	Mattis	Daae	UNINETT
nanja.nouwen@surfnet.nl	Nanja	Nouwen	SURFnet
natasa.lemajic@rcub.bg.ac.rs	Natasha	Lemajic	AMRES
paul.maurice@dante.net	Paul	Maurice	DANTE
riina.salmivalli@csc.fi	Riina	Salmivalli	CSC -IT Center for Science
roland.eugster@switch.ch	Roland	Eugster	SWITCH
ru.ribeiro@fccn.pt	Rui	Ribeiro	FCCN
tomi.dolenc@arnes.si	Tomi	Dolenc	ARNES
blanquart@renater.fr	Virginie	Blanquart	RENATER
z.qadir@qmul.ac.uk	Zara	Qadir	QMUL-eScienceTalk
melanie.pankhurst@dante.net	melanie	pankhurst	DANTE

Agenda – 15 September

Steph Gray, Director of [Helpful Technology](#) and Simon Booth-Lucking, Associate Director at [Claremont PR](#) led us through a hands-on, fun day in which we explored the following learning objectives:

- Choosing appropriate social media applications, including mobile
- Monitoring stakeholders in social media, and case studies of effective use
- Managing and enhancing corporate online reputation through social media
- Developing and implementing low-cost social media campaigns, and managing risks
- Enhancing corporate news output through social media newsrooms and

channels

Steph was recommended to us via Robert (JISC), who has worked with Steph successfully for social media-related training. Both Simon and Steph have backgrounds in the public sector, specifically in digital government communications.

The specific agenda of the workshop is below.

0900 Start & introductions
0915 The new digital landscape
1050 Break
1100 Engaging with the online debate
1300 Lunch
1400 Social media channels for PR
1440 Digital meets social
1500 Simulation
1530 Coffee break
1615 Emerging issues
1630 Final questions
1645 Close

Since this was an interactive, workshop-based training event, it was not possible to take minutes of the day. However, the workshop slides can be found here:

<http://dl.dropbox.com/u/150442/TERENA%20Slides%20-%20working%20version%209-Sep%20smaller.pdf>

Links to tools presented and other useful information can be found here:

<http://www.helpfultechnology.com/training-resources-for-terena-tf-cpr/>

Social media hope and fears

Finally, the group put together a list of their hopes and fears for social media in the coming time. Here is this list:

Hopes

- Engagement and reach to communities of interest
- Increase awareness of services and use
- A human face of the organisation
- Prove effectiveness to non-believers
- User feedback
- Reach new groups (bloggers, users)
- Online community-building
- Make the case for NRENs
- Address pre-conceptions
- Fun
- Learn about social media

- Reduce use other PR channels
- Reduce cost of distribution
- Leverage personal influence

Fears

- Loss of control of corporate messages (many voices from organisation speaking publically)
- Creates more work/cost
- Leaky boundaries private/public
- No response/engagement
- Duplication of effort
- Ability to sustain engagement
- Copyright infringements
- Adapting to new goals/technology
- Dealing with rumours, misinformation, inaccuracy
- Privacy concerns
- Change of role from 'Communications/PR' to 'Social media police' (dur to ability to see inappropriate posting of colleagues)
- Having to justify to boss (expectations, cultural fit)
- 27/4 workframe

Agenda – 16 September

- 9:00 - 9:15 Welcome - Introductions, agenda, email check
Gitte (UNI-C) and Carrie (TERENA)
- 9:15 - 9:45 Presentation - AMRES organisational overview
Pavle Vuletic, Deputy Director (AMRES)
- 9:45 - 10:15 Brainstorm - TF-CPR Compendium
Elke (Belnet)
- 10:15 - 10:30 Demo - UNINETT's Photo Archiving Solution
Mattis Daae (UNINETT)
- 10:30 - 11:00 Coffee Break
- 11:00 - 12:00 Workshop review - what were the most interesting parts of the workshop? most important lessons? thoughts to share?
ALL
- 12:00 - 12:15 AOB
Gitte and Carrie

AMRES organisational overview

Pavle Vuletic, Deputy Director (AMRES)

AMRES became legal body recently in 2010, formerly a project and part of University of Belgrade. In the 90's, closed network with connection to ISP. Had significant congestion on more than 130 institutions (no schools) in only 5 biggest cities.

2000's – GRNET connection ultimately to 6 Mbps allowed higher capacity but also to GEANT. Fast growth began. Jumped to dark fiber and became one of the first NRENS, eventually to >20 gigabit connections > grids, etc,

2007 AMRES project began to 2010.

Where are they now? 155 member institutions, 150000 active users, all regular network services incl 3 level NOC, in 9 tasks of GEANT.

Legal entity was June 2010 > AMRES is about to have 40 employees, will take over all networking activities for research networking. University of Belgrade (Computer Center) will remain partner in NREN operation, for example the helpdesk will remain in UoB, some maintenance, main node, etc.

2011 and beyond: SEELight project operational April 2012 (more reliable and more fibre). AMRES will eventually include schools from commercial to AMRES which is around 3000 school buildings (2000 schools). Will also be procurement GEANT Pop, eduroam is being spread throughout the country, federated services under development and an enriched service portfolio for students and researchers.

Question from Laura: Will there be more PR in the future? Yes, and also will need to work more with customers. So customer relations and business development will be important growth areas. Since services will be important, and new customers are not so technical, there will be a need a bigger non-technical team.

Brainstorm: TF-CPR Compendium

Elke Dierckens (Belnet)

Elke has taken over as deliverable owner of the TF-CPR Compendium. As such, she was soliciting feedback on potential changes/improvements that could be made in the 2011 version. Conclusions from the discussion are below:

Broader target group for promotion:

- Yes if the results and analysis are relevant enough for the these target groups
- This could be done by creating a database of key persons (management of NRENS)
- Spread it in your own NREN
- Give overview of the Compendium at the TNC of 2012 (~ poster presenting the results)

More relevant analysis

- Compare the results of the last three years
- Trends (add a tag cloud to make it more visual)
- Sort the trends per group of NRENS – emphasize the collaboration between the NRENS
- Compare with the survey of RedCLARA

- Add other respondents (European projects, key persons from universities in countries where there isn't a NREN,...)

Questions to be added

- Add an international section: have NRENs worked together? On what? Why?
- Add a section on why NRENs are doing a specific project (this could be linked to the analysis of the trends and can be done via interviews to get more qualitative results)
- Add a level of priority to the questions concerning projects and services (how important are these projects and / or services for your NREN?)

More suggestions

- Add a section on the Géant PR compendium
- Add an international section (with results of survey RedCLARA + exchange our results with RedCLARA)
- Make it more interactive (next to a pdf use a more interactive platform ~social media? – idea from Lars)
- Use the compendium as a basis for the next TF-CPR's meetings (what are the trends, how can NRENs cooperate on these trends,...)
- Add 'other' to NREN service portfolio? (Maria). She thinks there are other services. We would like to keep standard questions, so would need an 'other' to include missing services.
- Create poster with results for display at TNC, or other conferences (Laura).

Demo: UNINETT's Photo Archiving Solution

Mattis Daae (UNINETT)

A photo database was built for the communications team at UNINETT using internal resources – this database was demo'ed at the meeting. It stores photos in categories. Every photo is tagged with copyright info and can be downloaded in different sizes. The photos are also tagged with keywords, so users can search and find photos.

Mattis asked if others want to share this database on a server, so that we can share the tool and its contents. There was some interest and also some obstacles to be overcome first, mainly how to handle copyrights that are dependent on maximum number of uses, and how to structure the website so that ALL of one's NRENs photos can be stored in the system with options to share/not share. Federated log-in could facilitate this, and was planned for the system.

Mattis got quote for making it more shareable (ie with translations, copyrights, etc) was about 3000 euros, not including project coordination. 4 NRENs were interested: Belnet, Surfnet, AMRES, UNI-C, and UNINETT. This should be followed up in future meetings.

Workshop review: what were the most interesting parts of the

workshop? most important lessons? thoughts to share?

Carrie Solomon (TERENA)

A few positives:

- very well customised to the NREN community; participants felt that the trainers had a very good understanding of the issues and the context.
- good mix of tactical and strategic tips on social media; most felt that they were able to apply 2 or 3 things that they learned.
- social simulator exercise was very well received, good fun and gave a relatively realistic experience of the real thing. Also good for them to play the role of journalists and conference attendees - ie to see the world from their eyes.
- participants appreciated getting more info on the social media tools, especially for monitoring, keyword searching and gauging influence. Monitoring tools are good to use to convince non-believers
- trainers connected well with the audience; very grounded and likeable.

A few potential improvements:

- participants wanted to receive more direct and specific feedback from the trainers on the quality of their output created during the workshop, specifically the converted press release for the web and the social media messages in the simulation.
- although both trainers communicated well, Simon was easier to understand and to follow since he spoke slower, more clearly, and faced the audience most of the time. Steph had a tendency of facing the slides/laptop which made it difficult for those on the left side of the room to hear him (and people felt less connected to him).
- many people expressed the need for more time during the exercise in which they were asked to convert the press release for the web. They felt too rushed.

Additional comments:

Chris (University of Malta) suggested searching Twitter hashtag on "social media" – to find many good articles there. Another idea was to ask in an event feedback form whether people used social media during and how. A few people mentioned that section of training focused on social media for events was useful, particularly showing it can be used before, during and after the event.

Question was asked to find out if it a struggle to get the money to pay to attend? No, all

attendees had no problem getting approval for the 150 euros.

Question was asked about whether it would it be possible to do training remotely? Content would be key – should be very specific and narrow focus area, with smaller group of attendees. If not, could be lots of white noise. Try only with caution.

Carrie reminded everyone that Domen (ARNES) has a work item in the new Terns of Reference, to collect NREN best practices in social media guidelines and strategies and to provide recommendations for NRENS working with social media.