NORTH SEA CONFERENCE 2016

BUILDING BLOCKS
FOR THE FUTURE

Programme and project co-creation through social media

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Communications Advisor

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Why co-create?

+ Projects reach compulsary output indicators
+ Facilitate better uptake and capitalisation of project results
+ Inspire the project community in generating new ideas
+ Show stakeholders we are our money worth

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Co-creation starts with your webspace

+ Linked to programme website for maximum impact
+ Linked to online monitoring system for automisation of data
+ Use throughout your project to communicate you aims, progress and impact
+ Has social media sharing and following

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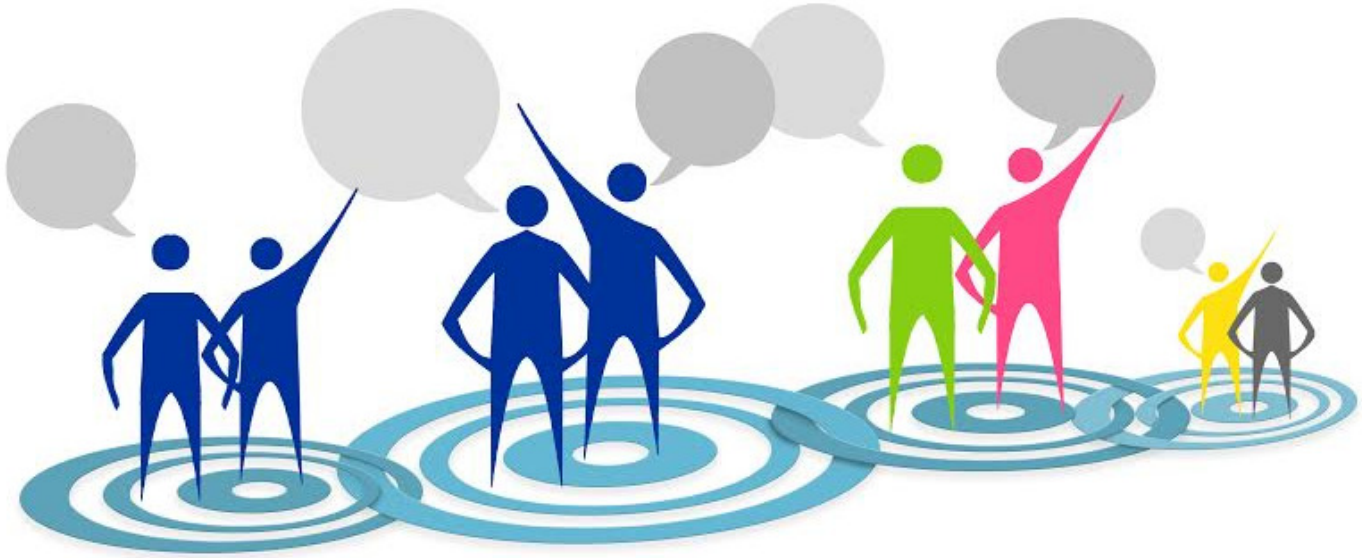
Social media is made for co-creation



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Communities on Twitter

+ List of projects makes following, liking and sharing easier
+ Communities of practice in thematic lists

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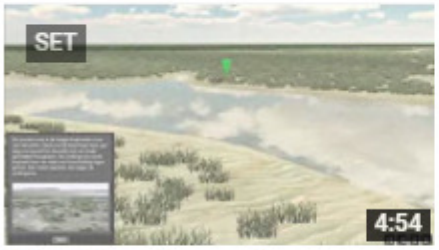
Results at a glance on YouTube

Project Results



Animatie schorgroei
af Houtekamer & Van Kleef
77 afspilninger • for 1 år siden

Tutorial EMOVER 1.0
af Houtekamer & Van Kleef
119 afspilninger • for 1 år siden

Gateshead College
af NSRProgramme
36 afspilninger • for 7 måneder siden

A Hydrogen Economy for Aberdeen City Region
af NSRProgramme
104 afspilninger • for 7 måneder siden

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How can we do better?

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Getting started

+ Use your webspace
+ Send your project's social media profiles and we will follow, like and share
+ Send any recommended Twitter profiles for thematic lists
+ Let us know about any videos you create so we can add to playlists
+ Got another idea? Let us know!

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Thank you

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