

NEXT BOX

GIDELINES

for Internet
promotion and
communication with
users through web
tools



Collaborative platform to
support research and
technology transfer



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by the European Union

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1. Introduction

Due to their easy accessibility and dynamics, social networks are excellent for promotion and offer successful communication among the interested public. In order to promote activities and establish communication with users and all interested parties, Internet communication will be maintained, and so in the form of the project website and popular Internet platforms that will provide information on current project activities. It is exactly because the social networks are dynamic and available to almost everyone that they are an excellent channel of everyday communication with many of their users. The best known and most visited social networks are LinkedIn, Facebook, Twitter, Google +, Youtube, and other forms of web promotion. In addition to basic services previously mentioned and intended for the general public, the NEXT project will also have advance services.

The document describes some of these online services in the following.

2. Basic services

LinkedIn

LinkedIn is the world's largest social network that brings together people looking for jobs and companies looking for employees. LinkedIn has over 75 million users in 200



countries of the world. One of the main reasons for joining the social network LinkedIn is essentially the project management. By creating a profile, one makes an authoritative resource with all relevant data, experiences gained by implementing project activities, and acquired skills. This platform allows people to find information on the project as they browse the Internet and they are in search for information on project implementation. By searching the name in the largest web search engine Google, all interested parties will receive a link to the LinkedIn profile of the project. Registration on LinkedIn creates a profile that summarizes the project and project activities and achievements of the project in the field in which it is implemented. Having the project profile created, it is necessary to connect with users who are interested in the activities being carried out. Within the LinkedIn profile, it is possible to open thematic groups (of an open or closed type) within which discussion and exchange of opinions and information on the project can be developed.

LinkedIn becomes an online platform service for promotion of the NEXT project activities. When using LinkedIn, a user (being also a LinkedIn's user himself/herself) finds out about the implemented project activities and events related to the project. Also when providing information on the project, the user has the option to communicate with other users and LinkedIn NEXT profile administrator. Promotion of the NEXT project facilitates faster information flow, information exchange, exchange of ideas and experiences, and encourages discussion. The group that is open for the needs of the NEXT project is on the link:

<https://www.linkedin.com/grp/home?gid=5110560&sort=POPULAR>

Facebook

Facebook is an exceptionally attractive tool for promotion campaigns. The advantage of Facebook in promoting the project activities is in that it is viral, meaning that the users themselves

**facebook**

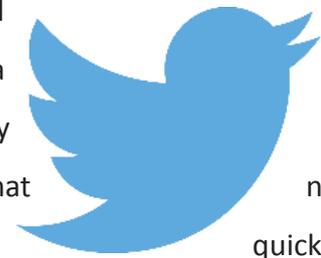
disseminate information to each others and thus become promoters. The use of this platform achieves mutual communication between Facebook users. Facebook also informs its users about what their friends are doing. If a user becomes a website fan or joins a new group, all his friends will be informed about that. The Facebook platform offers sharing of information, texts, pictures and videos, which facilitates promotion. The platform offers its users a possibility to invite their current friends to join the page they follow. By communicating over Facebook, one establishes a direct communication with users and gets feedback on the success in the distribution of information. As one of its tools, Facebook also offers creating Facebook groups that are similar to Internet forums. People of similar interests meet within a group to discuss or share content on a subject.

By using Facebook profiles (Like page), people establish direct communication with users and meet people with similar interests who encourage discussion and share content on implementation of the NEXT project activities. The advantage of Facebook is in a large user database, and in easy distribution of information in the form of text, pictures, or videos. The use of Facebook will promote all project activities so as to provide a modern way of monitoring project activities, which will increase information of the general public and all interested parties. The Facebook profile of the NEXT project:

<https://www.facebook.com/NEXTAdriatic?fref=ts>

Twitter

Following Facebook, Twitter is one of the most popular social networks in the world, reporting a steady increase of users. Until a few years ago, radio was considered the fastest media, but today Twitter has taken over the role, because it is through "tweets" that news spread fastest and become globally viral, reaching users in the quickest way. The number of users of Twitter in the world is 550 million (270 million monthly active users). Every day, 500 million tweets are sent in the world, and 78% of active users use the mobile Twitter. The advantage of Twitter is the speed of information flow, a good PR tool and a good platform to promote the project with short text messages and pictures. Through Twitter, it is possible to establish direct contact with all interested persons on implementation of the project activities. By every post, all who are subscribed to project profile receive information on the conducted activities and are offered the possibility to share it with friends.



Like Facebook, Twitter will be used to monitor the project activities of the NEXT project, and users will be up to date with current developments and implementation of the NEXT project activities. For this purpose, a Twitter profile of the NEXT project is opened on the page: https://twitter.com/next_adriatic

Google +

By the number of registered users (1 billion), Google+ is the second largest social network in the world, launched by the most popular Internet search engine Google with over 350 million active monthly users. Google+ has a big advantage, because it is closely linked with all other services offered by Google (Google Docs, Google Translate, Gmail, Google Drive and others). The advantage of this platform is that all these services are at one place. Another advantage of Google+ is that Google



owns the most popular video service **YouTube**. Using this platform increases presence on the most significant, popular and largest Internet search engine in the world. Link for the Google+ NEXT profile:

<https://plus.google.com/101656919685534888006/about>

YouTube

The YouTube community currently has about 800 million users, which is a very good indicator of its value as a promotion channel. The main advantage of YouTube is the possibility to market the video content that will attract visitors, and as such will be shared among users on their channels, or social networks such as Facebook, Twitter, Google +, LinkedIn etc. Using this platform allows the placement of videos from conferences, lectures, video clips of the project, and other content that are directly related to the promotion of the project activities. YouTube allows posting of effective and interesting videos below which a link is posted leading to other platforms that provide more information about the project and implementation of its activities.



By using the YouTube channel, information, activities and results of the NEXT project activities will be disseminated through video clips. The video clips that will be placed on the YouTube channel will be from conferences and seminars, then the channel will also include promotional video campaigns, various guides for use of the platform, interviews with people who participated in project activities or are relevant to the field of innovation and technology transfer, etc.

The YouTube channel for the needs of the NEXT project promotion is on the page:

<https://www.youtube.com/user/nextadriatic>

Forum

Forum is a service on the Internet that allows exchange of opinions and establishment of communication between participants. Messages that are written in a forum are visible to other participants. Forum participants are usually anonymous because it is not necessary to specify real identity when sending a message to the forum. For easier orientation, forum is usually divided



into several groups (by discussion subjects). The popularity of forum is reflected in its simplicity of use and ability to discuss various topics anonymously. Forum mainly consists of many categories within which there are topics that are opened and initiated by users. Every topic has its discussion in which one participates by writing or publishing posts.

The forum within the NEXT project will represent and allow exchange of opinions and establishing of communication between participants by providing them with the opportunity to start a topic they are interested in within the project. Users of the forum will also be able to comment on results of project activities and make suggestions for improving the implementation of project activities. The forum for exchange of opinions and questions is incorporated in the NEXT IS platform:

<http://nextisplatform.eu/en/forum>

Blog

Blog is a form of information publishing on the Internet (web) and it contains primarily periodic articles in reverse chronological order - the newest articles are on top of the page. By opening a blog, one opens a new media for promotion of project activities. An opened blog opens communication and



allows presence on the Internet without limitations. The appearance of the blog is adapted and developed according to the needs of the project and its contents are designed as a system that is

used to publish activities. In addition to texts, a blog can also include multimedia content.

For the NEXT project, the blog will be used as a place to publish periodic articles after completing project activities. By publishing articles on the blog, all interested parties will be provided with an insight into implementation of the project, in which presently conducted activities and their results will be described in more detail, thereby providing a better insight into the project itself. The blog created for this purpose is located on the official NEXT project website: <http://www.project-next.eu/en/>

Newsletter

Newsletter (mailing list, electronic bulletin) is an electronic publication that is sent by e-mail. Online newsletter is a HTML e-mail that allows continuous correspondence. Almost always it contains useful content, whether it is of a promotional, selling, informational or educational type. Interested persons sign in the newsletter by themselves by filling out a short registration form on the web. E-newsletters are an excellent source of information and communication with stakeholders, and its preparation has an extremely low cost of production and sending.



Newsletter for the NEXT project will be an electronic newsletter that will be received only by persons who have completed the on-line registration form and, on a monthly basis they will receive through it information about conducted activities, topical news, held conferences and seminars, as well as published articles. Newsletter is also an integral part of the project website: <http://nextisplatform.eu/en/news/next-newsletter-4#>

3. Advance services

Although advance services have not been activated in the NEXT project yet, these are tools that would be good to use because of the specific features that they offer, and in the next section we list some of them.

Brainstorming Room

Brainstorming Room (BR room) is an online space where it is possible to choose persons with whom to communicate on a specific topic, and discuss it. Within a BR room, it is determined who will have access to information and who can contribute to development of new ideas. The principle of a BR room is similar to Forum, only it is in a closed form (not public for everyone).

The Brainstorming Room for the NEXT project is a room where ideas will be developed within innovations and technology transfer, and are necessary for the development of project activities. The use of BR room leads to development of communications between users in order to encourage the development of new ideas and exchange of good and bad experiences that they have gained.

CogniStreamer®

Cogni Streamer is a software that helps implement ideas, inventions and innovations. Within the platform there is a portal that is used for communication between users (mainly companies and partner companies) in order for



CogniStreamer

a division of Indegroup

them to join their strengths and create new ideas. By using this software, the user creates a strong innovation portfolio that offers him/him exchange and acquisition of new knowledge within innovations and technology transfer. The software also allows posting of articles, web links and other content, and allows participation in discussions in order to assist in fastest possible

development of new ideas.

The use of this platform within the NEXT project will enhance the knowledge of users and provide them with the possibility to join together in order to create and enrich their innovative ideas. When posting your idea on the CogniStreamer software, you share it with other users and get feedback and opinions of other users, all for the purpose of improving the idea.

Vivapitch

Vivapitch is an online tool that allows transmission of conference events, seminars and education over the Internet. Vivapitch allows the conference, seminar and educational audience to participate through presentation slides at the same time that it is held and they are unable to attend it.



The use of this tool within the NEXT project will allow all interested parties, especially the project partners who are unable to participate in such activities, to actively participate, make notes and comment over the Internet. The tool will facilitate communication between partners and enable them to actively participate.

E Match

E Match platform is a tool to search for partners (Business matchmaking services). This platform allows filtered partner search based on the specific needs of a project. The platform also allows the organization of virtual events. E Match encourages cooperation and project creation through a combination of ICT tools and consulting services. The term "matchmaking" is used here in the context of connecting partners to reach the most effective business collaboration and information sharing in order to encourage the exchange of experiences and the creation of new ideas.



For the NEXT project, E Match represents a place to find partners and organize virtual events, which will promote cooperation.

Online counseling

Online counseling provides formulation of ideas, development of ideas and finding sources of funding. By using this platform it is also possible obtain information on protection of intellectual property, development of new products and services, innovation of existing products and services, counseling and support in finding partners and entering the market.

The use of this platform within the NEXT project will provide a platform that will be employed to transform ideas and follow the latest achievements in the field of innovations and technology transfer.

Self-evaluation

Self-evaluation or self-assessment is a tool for assessing the quality that is carried out for the purpose of:

- determining the current situation and comparing with best practices
- establishing the potential for improvement
- systematically improving the quality

Self-evaluation is a cyclical process to control the quality of the activity process and needs to be constantly improved by defined quality criteria. As part of self-evaluation and quality improvement in their work, organizations encourage their employees to analyze and evaluate their work. Plans for improvement in all relevant areas and at all relevant levels should be made at the end of the self-evaluation process. The use of this tool within the NEXT project will allow all participants to determine how they do their jobs, define performance indicators and identify the next steps for improvemen