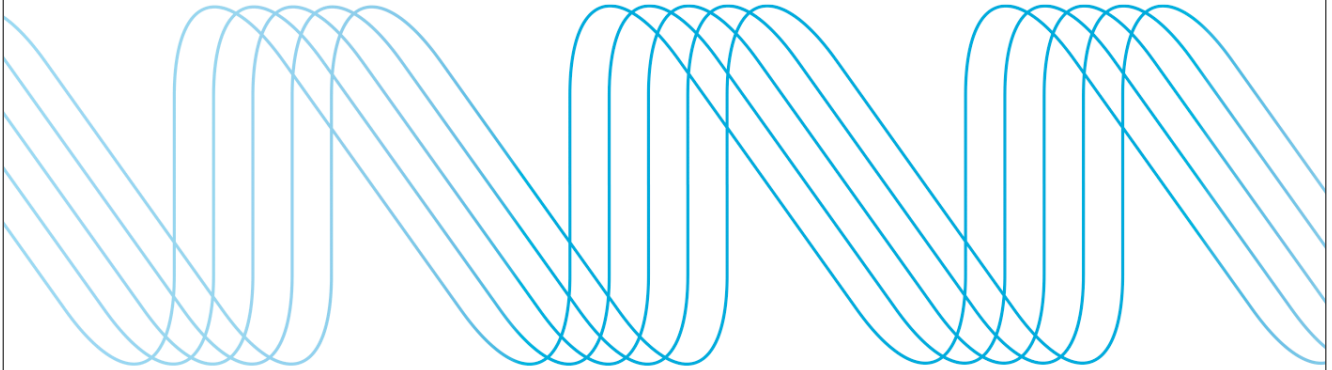

Maximising Online Resource Effectiveness

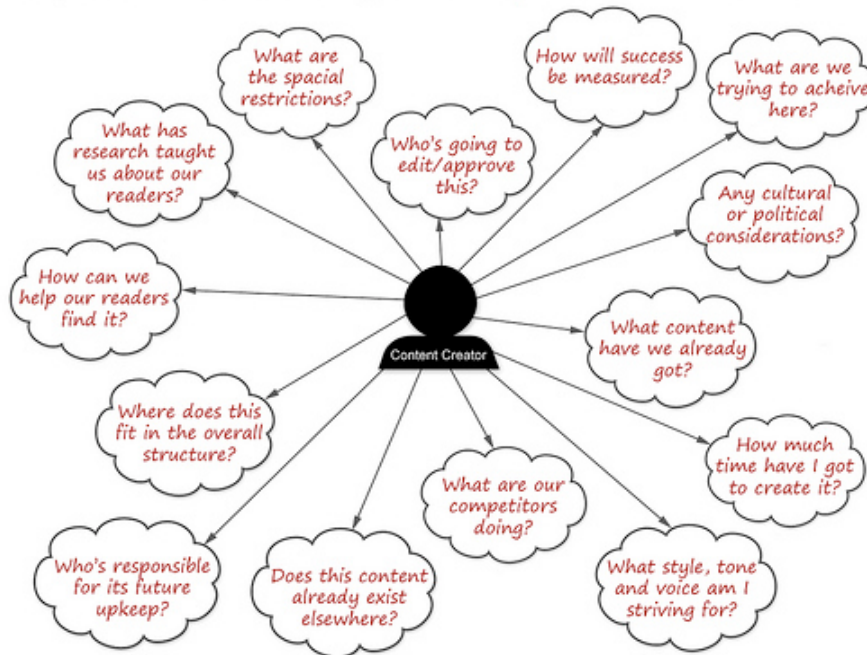


Session 6
Organisations

Subtopics

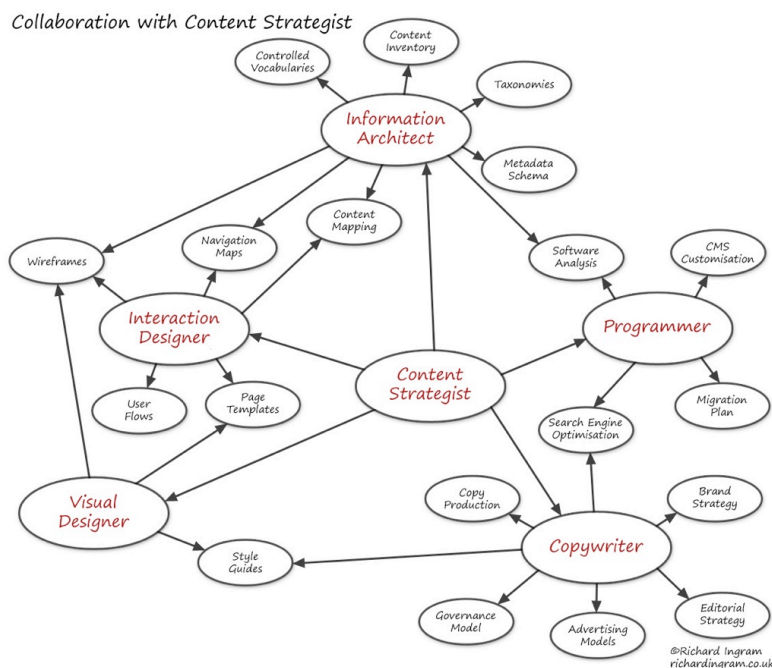
- Adapting to a changing world
- Roles and responsibilities
- Coordination
- Benefits of good development resources
- Processes and procedures
- Impressions and image
- Managing social media use
- Policies

Thinking strategically about content



<http://www.richardingham.co.uk/2009/10/instilling-confidence-with-content-strategies/>

Who does what



<http://www.richardingham.co.uk/2009/07/theyll-thank-you-later/>

Establishing working protocol



http://www.richardingham.co.uk/downloads/content_strategy_approaches.pdf

Social media strategy



What about facebook?



<http://www.facebook.com/TheBritishMonarchy?v=wall#!/TheBritishMonarchy?v=wall>

People may prefer to watch and listen

Home > iTunes U >

iTunes U

- > FAQs
- > How to contribute to Oxford on iTunes U



Launch the site on iTunes U

The University of Oxford on iTunes U



Oxford has had over 10 million downloads from its iTunes U site.

Using figures from Apple we can see that:

- ✦ Around 1800 items are being downloaded for a total of 130,000 times a week
- ✦ We are reaching a worldwide audience of 185 countries (including 29% from China, 38% from the USA and 18% from the UK)
- ✦ Mobile users account for 15% of our downloads, with most of those coming direct from Apple iOS devices (iPad 8%, iPhone 5% - of all downloads)

We recommend

Content is being added regularly to the site. All content is **free** for you to download and watch or listen to. Recent highlights include:

- ✦ Marianne Talbot's "A Romp Through Ethics for Complete Beginners"
- ✦ The King James Bible

<http://itunes.ox.ac.uk/>

Viewer discretion advised

Life at the University of Bath

The image shows a YouTube search results page for "bath university". The main video player displays a group of people in white dresses at night. The video title is "Life at the University of Bath" and it has 3,917 views. Below the video, there are search results for "bath university" including a playlist of drumming videos and a list of university events.

People can listen while doing other things

The National Archives

Search the archives [Advanced search](#)

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You are here: [Home](#) > [Education](#) > [Podcasts](#)

Podcasts

Our podcast series features a mix of lectures from top academics specifically aimed at pupils alongside radio-style investigations of historical topics using primary documents from the National Archives read by actors.

You can download individual podcasts from this page, read transcripts of the shows and lectures and see images of the documents that we discuss.

Medieval 1066 - 1485

Two Crowns, One King >
Henry V and the Treaty of Troyes get the Past Masters treatment
Key stage 5

Was Richard II Mad? >
Terry Jones sets out to rescue King Richard II's reputation
Key stage 5

Early Modern 1485 - 1750

How to Win a Duel >
Pistols at dawn from the Past Masters team
Key stage 5

Was Cromwell's Regime a Military Dictatorship? >
Prof. Barry Coward looks at Oliver's Republic
Key stage 5

Quick links

Topics >
In-depth web resources

Lessons >
Single stand-alone resources

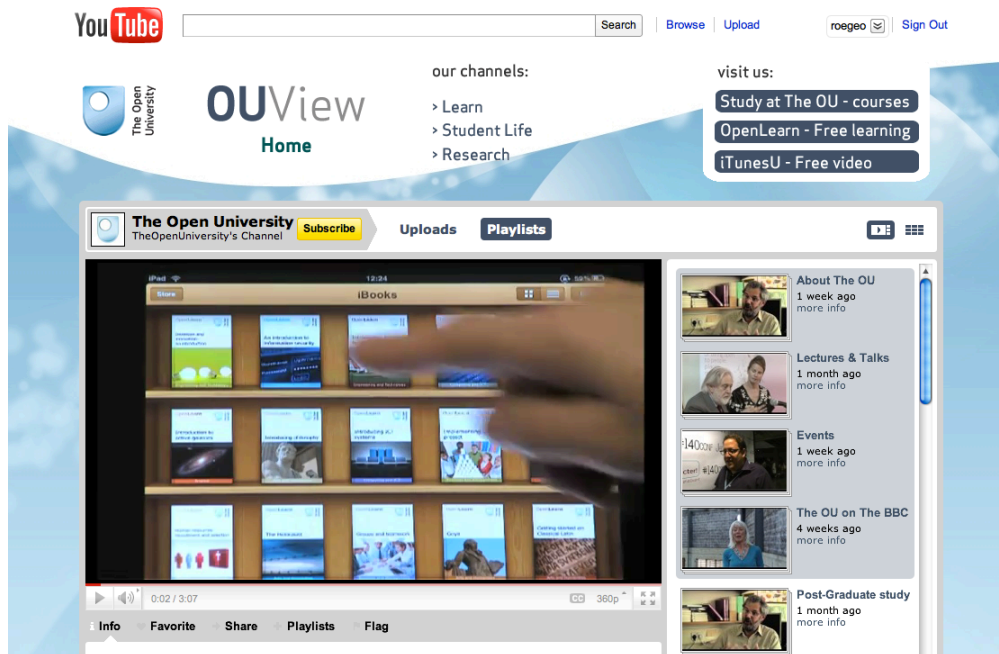
Workshops >
Join us at Kew

Videoconferences >
We come to you

Virtual classroom >
Join us online

Podcasts >
Listen, download and subscribe

A new way of doing things



<http://www.youtube.com/user/TheOpenUniversity>

Reaching audience by blogging



- Imperial College, London—since 2008 student bloggers write about their experiences of student life and studies
- Each year students are keen to apply for these positions and share their insights
- The whole process so far has been self-regulating
- Metrics—over the past year more than 136,000 hits on the student blogs with visitors spending an average of almost two minutes on a page.

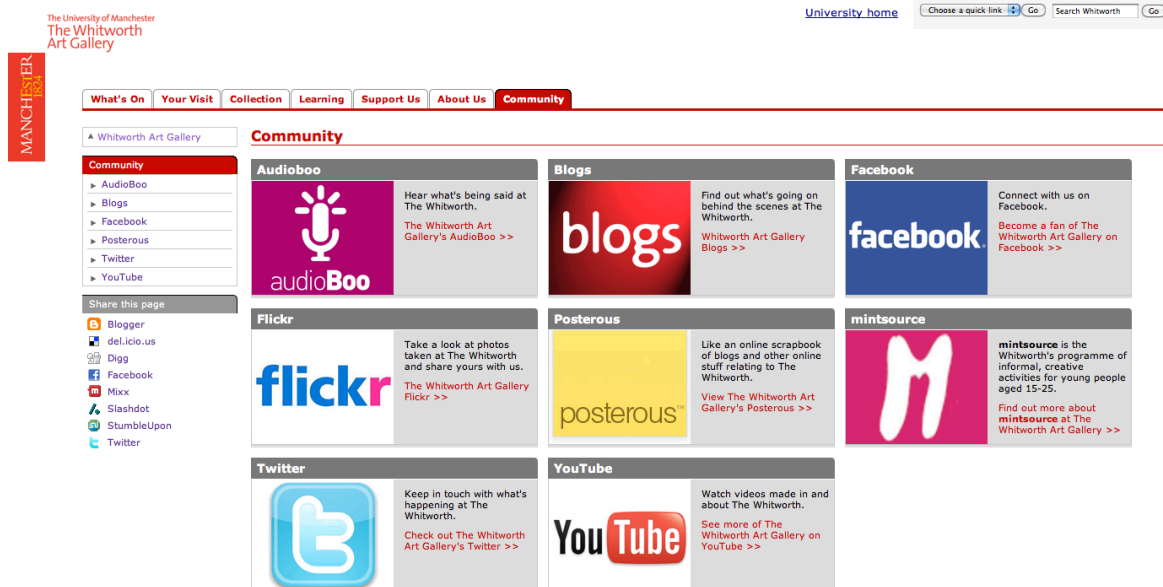
http://www3.imperial.ac.uk/campus_life/studentblogs

Effective communication



<http://twitter.com/#!/britishlibrary> http://twitter.com/#!/NHM_London

Mix and match as appropriate



<http://www.whitworth.manchester.ac.uk/community/>

Be purposeful and go easy on the bling!

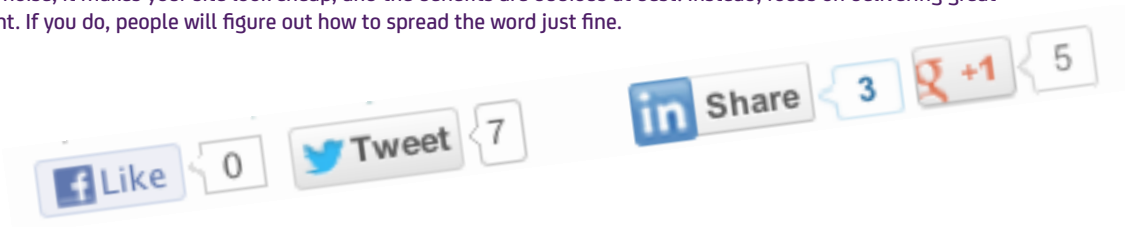
It's the content, not the icons

Signal versus noise, a weblog by 37signals, 2006

What's with all the social bookmarking icons at the bottom of every single blog post out there?

This focus on campaigning over content seems like a classic case of misplaced priorities. The reason posts wind up at Digg, Delicious, or elsewhere isn't because the authors made it easier to vote for them (it's already easy). A post winds up at these sites because people respond to its content and quality.

So think twice before badgering readers with "vote for me" pleas. The hectoring is tiresome, it results in extraneous visual noise, it makes your site look cheap, and the benefits are dubious at best. Instead, focus on delivering great content. If you do, people will figure out how to spread the word just fine.



<http://37signals.com/svn/posts/93-its-the-content-not-the-icons> <http://informationarchitects.net/blog/sweep-the-sleaze/>

Identity management



Policies

Review a range of published policies for different types of organisations at:

<http://socialmediagovernance.com/policies.php>

photo: <http://flic.kr/p/yLjyi>

Effective communication

What approach is most appropriate for your organisation to reach its audiences?

- Conventional web site
- Twitter
- Less frequent but more in depth blogs
- Commenting on public blogs
- Sharing bookmarks
- Facebook
- LinkedIn
- Wikipedia pages
- RSS feeds
- Something else...





Organisation projects

Working as a group, select one of the following projects

1. The selection of a new content management system (CMS) for all providers in your organisation
2. Prepare the basis of a social media use policy to be implemented across the whole organisation
3. The introduction of a quality assurance process for all of the web based content published by your organisation



Organisation projects

For your chosen project create an action plan

- Include everything you consider to be important for success
- Include anything else you believe is relevant for maximum project effectiveness
- Consider who all should be involved, why, to what extent, and management of them
- Ensure that all lessons gained from current content provision are taken into account
- Where appropriate list mandatory, highly desirable and desirable targets
- Give regard to content publication, user interface, consistency, accessibility, metadata, maintenance of content (where relevant)
- Note any complementary policies that need to be established, privacy statements, disclaimers, other legal or organisational obligations
- Categorise and prioritise your proposed actions
- Nominate a spokesperson to summarise your action plan to the whole workshop
- Answer challenges presented by other groups following your presentation



Organisation projects

Project action plan

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