



Communication Strategy

- approved by the ECSA Steering Committee as of 3 July 2015

1. External Communication (Katrin Vohland)

Target Group	Message	Medium	Resources	Evaluation Criteria	Remarks
Citizen Science Activists (rather initiators than participants), national networks	ECSA can provide support and advice to your work, and offers a platform for exchange	Webpage; Newsletter, Facebook, Twitter; annual conference, general assembly	Staff Headquarters; contributions from all ECSA members	Webpage traffic, twitter followers and facebook fans, comments and activities on facebook, events: number of participants	The opportunities for exchange relay also on successful bids in which events etc. are planned
Scientific Community	Citizen Science brings added value – but requires some resources and skills	Symposia; scientific publications (method or acknowledgement if citizens contributes); Twitter	All ECSA members in their talks; will be integrated into work flow of presentations	t.b.d.	
Science-policy organisation	Citizen Science supports the science policy interface by delivering reliable data on e.g. environmental targets and increases at the same time scientific literacy of the general public	Scientific and popular publications, social media	Staff Headquarters; all ECSA members		Idea to link up with ResearchGate or other media to provide access to relevant publications

EU level policy	Citizen science contributes to several important policy goals; environmental goals, health monitoring or historical awareness as well as the need for public participation to evoke innovation. In addition, the pan-European and beyond membership also enhances the European identity.	Policy briefs; acknowledgement of mass media; events such as the Green Week or EEA events	Mainly members of the ECSA Headquarters and Steering Committee		
Donors	Citizen Science is an important and a political relevant movement in Europe.	Development of personal relationships and contacts; formal application procedures	Most important tasks of ECSA Chair, supported by ECSA SC		May be adapted to specific targets of organization; either strengthening environmental, scientific, or communication functions
Media	ECSA presentation, activities, news, how to engage	PR Reports, Contact list of relevant press agencies, publications, twitter	?		
European NGOs (focused on participation) and Special Interest Groups (Associations, Clubs...)		Direct contact (depends on interest group)	local communities		

23.6.2015 – contact katrin.vohland@mfn-berlin.de

2. Internal Communication (Josep Perelló)

Target Group	Message	Medium	Resources	Evaluation Criteria	Remarks
P2P members	Knowledge exchange, expertise sharing, finding collaborations (marketplace).	Database (organisation details, projects, topics, expertise, contact, social network, picture-size) on ECSA webpage. Two outcomes: list of projects, memberlist. Social media (private facebook group) as a discussion forum.	Communication Working Group, Vienna, Romania	How many inputs (number of projects, google analytics) Facebook feeds and members in the private facebook group	Need budget for the web; Facebook group: possible to have different moderators (on rotation) to start online discussion; ECSA ALL mailing list only to be used for newsmail and general info sent out by headquarters.
Working Group	Messages and shared documents	Basecamp and a mailing list. Each WG should have the capacity to use platforms that fit them best	Working Groups and staff headquarters	The efficiency of the communication system evaluated by the WG members with a survey	
Steering committee	Shared messages and documents	Basecamp and a mailing list	Staff Headquarters; all ECSA members	The efficiency of the communication system evaluated by the SC members with a survey	
ECSA_members	Messages of all kinds	Newsletter: messages collected by headquarter and sent out in monthly newsletter	Staff headquarters	Annual survey to ECSA members	

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Internal communication shall guarantee the transparency of ECSA functioning, the democratic and informed way to take the right decisions, and enhance collaboration and expertise sharing among ECSA members. These items/variables shall be in mind to evaluate the effectiveness of the internal communication system. It is crucial to have a web page with all information about ECSA CS projects as well as the expertise and contact details of the ECSA members. This information is going to be collected during the next General Assembly in order to start the database mentioned in the internal communications strategy.

3. Social Media Communication (Florian Heigl & Daniel Dörler)

This is a first concept for the social media communication of ECSA. We defined target groups, the messages that should be disseminated, the different social media channels that will be used, the goals we want to achieve by using social media, a first timeline for our social media activities, conservative evaluation criteria for the first months and some prerequisites to establish a successful social media communication for ECSA. At the end you will find a short description of ECSA activities for the different social media platforms.

1) Target Groups:

- Interested Citizen Scientists
- Professional scientists engaged or interested in Citizen Science
- NGOs
- Science Policy Organisations
- Media
- ECSA Partners
- ECSA members

2) Messages:

- News on Citizen Science in Europe and the world (e.g. policy that affects Citizen Science, developments, new methods...)
- Activities of ECSA
- Activities of ECSA-Partners

3) Medium:

- Facebook page, open to all (main social media platform to disseminate pictures and texts regarding Citizen Science, ECSA and ECSA partner activities); *min. 2 posts a week, max. 1 post a day*
- Facebook group, only open to ECSA members (internal discussion forum for ECSA members, moderated by members of the WG communication and/or HQ)
- Instagram (picture based news from ECSA partners); *min. 2 posts a week, max. 7 posts a week*
- Twitter (short messages linking to news on Facebook and ECSA website, retweeting and sharing information about Citizen Science from 3rd parties); *min. 1 post a day, max. 5 posts a day*
- Flickr (picture based news from ECSA partners); *min. 2 posts a week, max. 7 posts a week*
- Tumblr (picture based news from ECSA partners); *min. 2 posts a week, max. 7 posts a week*

4) Goals:

- Making ECSA more popular and therefore strengthen its position
- Be an important source of Citizen Science information in Europe
- Be an information hub for national citizen science networks
- In case of crisis (e.g. Wyoming) coordinate a fast reaction through our social media channels

5) Timeline:

- 2 weeks after permission Instagram, tumblr and flickr pages will be established (provided that we get at least 20 pictures from ECSA partners or ECSA itself until then)
- After 1 month of testing Facebook and Twitter pages will be launched
- After again 1 month the ECSA member group will be established on Facebook to facilitate the communication inside the different working groups and replace the mailing lists

6) Evaluation:

- At least 20 posts on Facebook in 6 months
- At least 100 tweets on Twitter in 6 months
- At least 25 pictures on each of the three picture based channels (Instagram, Flickr, Tumblr) in 6 months

7) Prerequisites:

- ECSA email-address for social media contact (e.g. social@ecsa.eu) and login
- Logo and picture for the header of different social media channels (e.g. look at www.facebook.com/csaustria)
- Request to the partners to send us pictures in the next 5 newsletters
- Permission from ECSA HQ to pick out appropriate content
- Geocoordinates and name of licence holders of every picture; we prefer creative commons by (CC:BY)
- Short description (max. 140 signs) of picture content for every picture in national language AND English
- Hashtags for every picture (e.g. for a roadkill picture of an hedgehog you can use: #project roadkill #hedgehog #nature #road #biodiversity #vehicle collision #citizen science #ecsa #science)
- Permission to post in the name of ECSA; we are posting in the name of ECSA, not in ours
- Informations on ECSA activities have to be sent to us so we can promote them in time
- When Facebook ECSA member group is established, ECSA working group leaders are asked to lead the different discussion groups by ECSA HQ and all working group members are asked to join Facebook by ECSA HQ
- Promotion of our social media activities on events, newsletters and flyers

8) Short description text for describing ECSA on social media platforms (has to be very short):

The European Citizen Science Association (ECSA) is supported by organizations from over 17 EU countries and beyond to encourage the growth of the Citizen Science in Europe.