



## Meeting in Bologna 19 – 21 March 2019

### Minutes

#### Present:

Matteo Benni, University of Bologna, Italy

Darja Lisjak, University of Ljubljana, Slovenia

Violeta Osouchová, Masaryk University, Czech Republic

Katharina Pingel, Leipzig University, Germany

Dr. Svend Poller, Leipzig University, Germany

Date/time	Activity – New Initiative “International Communication”
<b>March 19:</b>	
14.30	Meeting with Matteo Benni; <ul style="list-style-type: none"><li>• update on the mission and task of the New Initiative Group</li><li>• insight of the Press Office and social media work at University of Bologna</li></ul>
<b>March 20:</b>	
12:00	Briefing-Lunch
13:30	Objectives of the meeting and first ideas on a possible workshop that can be offered 1,5 days prior to the Utrecht Network AGM in April 2020 <ul style="list-style-type: none"><li>• format of the New Initiative Group</li><li>• ideas: mobile app development, different use of social media channels, Instagram Take-Overs, work with Influencers</li></ul>
14:00	Sharing knowledge and know-how about international social media communication at the respective home university <ul style="list-style-type: none"><li>• each participant presented her/his different social media channels for international target groups (students and scientist in- and outbound) and updated on new developments at their universities</li><li>• Katharina presented Leipzig University’s international communication news and their planned mobile app for student mobility</li><li>• Matteo gave an insight in his social media work at University of Bologna</li></ul>
Evening	Dinner with all participants
<b>March 21:</b>	
10:00 – 12:30	New Initiative Meeting continued – Workshop preparation:  There are two options for a possible workshop.

Option A: **MOBILE APP DEVELOPMENT**

1) target and conditions:

- target group: people interested in developing a mobile app
- aim of the app: international context and international target groups (includes national students and staff going abroad)
- participants: up to 25; divided into two groups during the workshop
- 250 Euro fee for each participant in order to pay the trainers and reduce no-show rate

2) schedule:

- DAY 1:
  - I. Kick-off with trainers from an app development agency
  - II. Groupwork:
    - beforehand participants identify their particular interests either international students inbound or national students outbound or others purposes
    - division into groups: (1) functions of the app: what is possible? What functions are really needed? and (2) marketing of the app: How to make users download the app? How to keep users in the app?
- DAY 2:
  - presenting the results, sharing learning outcomes: getting knowledge about the process of creating a mobile app (not technical)

Option B: **SOCIAL MEDIA FOR INTERNATIONAL PURPOSES (FOR STUDENTS),**  
Facebook/Instagram

1) target and conditions:

- target group: people with work experiences in the field of communication and social media, no beginners
- aim: international context and international target groups (includes national students and staff who should be encouraged going abroad)
- participants: up to 30
- participants have to apply through a short questionnaire (level of knowledge), New Initiative chooses participants, not more than 2 per institution
- 200 Euro fee for each participant in order to pay the trainers and reduce no-show rate

2) schedule:

- DAY 1:
  - I. Kick-off with trainers from a social media agency: best practices, Dos and Don'ts in social media (Instagram and Facebook)
  - II. professionalisation of social media at Universities, what kind of knowledge and skills do you need; how to improve postings etc.
  - III. understanding of statistics, how to use statistics; trainers prepare examples, evaluate University profiles of the participants

	<ul style="list-style-type: none"> <li>• DAY 2: <ul style="list-style-type: none"> <li>I. Kick-off with an Influencer with international purpose (needs University background, international topics); information and best practice about Instagram take-overs</li> <li>II. share learning outcome: improve the use of social media; get more skills and be more professional in using social media approach: get shown, learn and immediately use it</li> </ul> </li> </ul>
12:30 – 13:30	Lunch with all participants
14:00 – 16:00	<p>Summing up and exploring the potential for further collaboration</p> <ul style="list-style-type: none"> <li>- a group size of six is the optimum; after a possible workshop in 2020 the group can decide again if they want to add/change members, for instance amongst the participants of a workshop</li> <li>- next meeting with the potential trainers in Leipzig, October/November 2019, to prepare the AGM workshop and discuss the future of the group; <b>€ 4000 - as requested in January 2019 – will be required; the AGM may decide on that</b></li> <li>- status of group: <ul style="list-style-type: none"> <li>○ it is important to open a platform for exchange of best practice in international communication</li> <li>○ the group should continue to meet frequently</li> <li>○ stay a New Initiative for the moment; <b>the AGM may decide whether the New Initiative will be transformed into a Task Force now – if it was necessary to allocate additional funding – or after a successful workshop; the AGM may improve an additional budget</b></li> <li>○ Leipzig would be ready to coordinate the group for the time being (until April 2020 max.)</li> </ul> </li> <li>- further ideas: planning a Staff Training Week if an institution was ready to host it</li> </ul> <p>Distribution of task:</p> <ul style="list-style-type: none"> <li>- decision was taken that option A is preferred, option B second choice – Leipzig has to check whether option A is doable and if not find trainers for option B</li> <li>- check costs for trainers in social media and app development agencies</li> <li>- try to find an Influencer for option B (no/low costs), if impossible an example of a successful Instagram take-over</li> </ul>