# EGSIEM DISSEMINATION ACTIVITIES

| | | |
|---|---|---|
| **Conferences** | **Press releases** | **Facebook** |
| **Journals** | **Newsletter** | **Twitter** |
| **Hot stories** | **Blog** | **Teaser lecture** |

# CONFERENCES

**Target group**
- Scientific community
- Potential industrial users
- Commercial users

**Message**
- EGSIEM project and its overall progress
- Details of scientific research related to EGSIEM tasks
- Demonstration of application potential

**Release frequency**
- Several per year

**Medium**
- Talk/poster presentation
- Proceedings paper

**To Do**

**all:** send info about your presentation (Authors, Title, Type of presentation, Conference) to [M.Weigelt](), [T.Bandikova](), [K.Cann-Guthauser]()

**note:** members of the project are not automatically co-authors but acknowledgement of EU and the project is required

**note:** the conferences dates and abstract submission will be anounced per email by M.Weigelt

## IMPORTANT!!!

**Add to your acknowledgements:**

**"This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 637010."**

**EU flag has to be shown when acknowledging support from EGSIEM**

# JOURNALS

## Target group
- Scientific community
- Potential industrial users
- Commercial users

## Message
- EGSIEM project and its overall progress
- Details of scientific research related to EGSIEM tasks
- Demonstration of application potential
- one of the goals is to prepare the ground for further innovative exploitation of European space data in scientific activities and in future and emerging applications

## Release frequency
- ~4 per year

## Medium
- Peer review international journals

**To Do**

**all:** send info about your paper (Authors, Title, Journal) to M.Weigelt, T.Bandikova and K.Cann-Guthauser

**note:** members of the project are not automatically co-authors but acknowledgement of EU and the project is required

## IMPORTANT!!!

- **inform all EGSIEM members about your paper ca. 4 weeks before the submission in order to prevent a conflict of interests**

- **Add to your acknowledgements:**
**"This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 637010."**

- **Open access publication**

# HOT STORIES

## Target group

- **Public**
- Scientific community
- Potential industrial users
- Commercial users
- Stakeholders

## Message

- EGSIEM project and its overall progress
- Update about new findings, publications, meetings, etc
- Demonstration of application potential

## Release frequency

- Several per year

## Medium

- http://www.egsiem.eu

### To Do

- **Example:** http://massentransporte.de/index.php?id=28

- **all:** Provide a text (short + long version) and figures (check the copyright first!), send them to J.Flury

- **note: if you have an interesting topic for hot story, do not hesitate to forward it to J.Flury.**
  example: data release, special scientific events, natural events such as floods and droughts and our possible contribution to it, summer school, competitions, new publications, etc,…

### IMPORTANT!!!

- **Hot stories are of high quality, high relevance and up-to-date => EYE CATCHER**

- **As such they will be used as input for press releases**

# PRESS RELEASES

## Target group
- Public
- Broad scientific community
- Stakeholders

## Message
- to promote the EGSIEM project
- to inform about the newest research findings, especially those which are closely related the life of the society
- to inform about activities such as summer school, competitions, ….
- the goal is to attract the attention of mass media (newspapers, TV, radio,...)

## Release frequency
- 3+ per year

## Medium
- press department of the university or institute

**To Do**

**all:** please inform [A.Jäggi](#) and [J.Flury](#) about the upcoming press release 1 week before its release. If applicable, we will send a short notice to all partner institutes and encourage them to release the information as well (as we did it for the EGSIEM project start)

**all:** use simple and pictorial language, explain by example, sacrifice scientific correctness for pictorial description. Use as many pictures as possible

**all:** be available on the first three days after publication

## IMPORTANT!!!

**The press release is to be approved by the institute's/university's press department**

**use original pictures in order to avoid problems with copyright**

# NEWSLETTER

## Target group
- Consortium members
- Scientists related to our fields
- User community
- Public, if interested
- Stakeholders

## Message
- to provide an overview on the project progress
- to provide information on the data products
- to present recent results
- to report on past events
- to announce upcoming events
- to introduce EGSIEM members (tbd)

## Release frequency
- 4 per year

## Medium
- http://www.egsiem.eu
- pdf version (2-4 pages)

**To Do**

**note:** the newsletter editorial is done by IfE

**example: GOCE newsletter**
https://earth.esa.int/c/document_library/get_file?folderId=14194&name=DLFE-158.pdf

### IMPORTANT!!!

**release dates:**
~January 1st
~April 1st
~July 1st
~October 1st

# BLOG

## Target group
- Public
- Colleagues
- Scientific community
- Commercial users
- Stakeholders

## Message
- Update about new findings, publications, meetings, etc.
- Demonstration of application potential
- Report on daily work and challenges
- Technical details about the individual projects (what do you do, why, how, challenges, successes,…)

## Release frequency
- 4+ per month

## Medium
https://egsiem.wordpress.com/

### To Do

- **all:** contribute with a short story and a figure, if applicable

- **Blog admin:** J. Flury, K.Cann-Guthauser

- **Background idea:** to ensure the transparency of the project to the public community and give young scientist, potential students and the interested public first-hand communication on the daily work, the challenges but also the success of the project members

### IMPORTANT!!!

- **the contribution to blog will rotate within the member institutes → check the calendar**

- **send your blog contribution to the blog admins, they will post it**

| 2015 | week 1 | week 2 | week 3 | week 4 |
|------|--------|--------|--------|--------|
| Jan | - | - | - | - |
| Feb | - | - | - | - |
| Mar | Ubern | DLR | CNES | TUG |
| Apr | LU | G&C | GFZ | LUH |
| May | Ubern | DLR | CNES | TUG |
| Jun | LU | G&C | GFZ | LUH |
| Jul | Ubern | DLR | CNES | TUG |
| Aug | LU | G&C | GFZ | LUH |
| Sep | Ubern | DLR | CNES | TUG |
| Nov | LU | G&C | GFZ | LUH |
| Dec | Ubern | DLR | CNES | TUG |

# FACEBOOK

## Target group
- Young public
- Young researchers

## Message
- Info about summer school
- Info about competitions
- Reminder for major events
- Info about interesting topics related to EGSIEM project
- Info about EGSIEM results

## Release frequency
- ~once per week, especially before and after summer school and competitions

## Medium
- https://www.facebook.com/EGSIEM?fref=ts

## Note

- The **FB website will reflect all our activities**: hot stories, press releases, newsletter, publications, meetings

- The **main focus** is to keep in touch with people especially before and during the **summer school and competitions**

- FB admins: K.Cann-Guthauser, T.Bandikova

- **all:** if you have ideas for FB contributions, please do not hesitate and let us know

# TWITTER

## Target group
- Public

## Message
- Very short messages
- Reflection of our activities
- Info about interesting topics related to EGSIEM project
- Info about EGSIEM results
- Info about summer school
- Info about competitions
- Reminder for major events

## Release frequency
- 16+ per month

## Medium
- https://twitter.com/EGSIEM

### To Do

- **Twitter admins:** H. Zwenzner + 1 person per institute!

- **all:** one tweet is limited by 140 characters!

- **background idea:** Basically, whenever anything vaguely associated with EGSIEM happens, we can use Twitter to publicize it with a more personal touch, the audience is likely to be primarily younger in nature.

- here are some few examples:
  - *EGSIEM on the road, Dr. XX is today travelling to XX to give his talk at the XX*
  - *We are proud to announce the publication by EGSIEM member XX of his article XX in XX*
  - *Booking at EGU 2016 has now been announced, we hope to see lots of people in XX*
  - *Our first Blog item on XX is now live at XX*
  - *Don't forget to sign up for the EGSIEM Summer school! Full details at XX*

- **all:** be creative

## IMPORTANT!!!

- **select a responsible person per institute who will regularly tweet**

- **at least 2 tweets per month per institute are required**

# TEASER LECTURE

**Target group**
- public
- scholars and students

**Message**
- introduction to Earth sciences, such as geodesy, hydrology, etc.
- to make aware young people of the significance of studying our living environment and its impact on our daily life
- to get to know the gravity field of the Earth and the underlying processes

**Release frequency**
- 3+/year

**Medium**
- public presentations
- school visits
- colloquium

**To Do**

- **all:** check the opportunities at your institute/university/town

- **Example of opprotunities**
  Physik am Freitag (UBern)
  Chercheurs à l'école (UL)
  Saturday morning lecture (LUH)
  Geodätisches Kolloquium (LUH, Stuttgart, Bonn, Karlsruhe, ...)
  SFB geo-Q lecture series
  lectures at schools

- **all:** inform T.Bandikova about: Name of the event, Date, Place, Type of event, Content (few bullet points), www Link (if available) , Name of EGSIEM members who participated

# WEBSITE

EGSIEM members will have access to upload news stories and other relevant content

Homepage admin: [K. Cann-Guthauser](#)

Homepage: [www.egsiem.eu](http://www.egsiem.eu)