

ZOOM CHAT – SIG-Marcomms & TF-RED 30 March 2021

12:56:50 From Barbara C to Everyone : Thank you Olga great presentation, lots of inspiration

12:57:15 From Olga P to Everyone : Thank you Barbara :)

13:39:14 From Artemis P to Everyone : That was great Rossana

13:39:44 From Carina Kto Everyone : Yes great job Rosanna

13:41:23 From Naira K to Everyone : Thank you Rozana for presenting!

13:43:44 From Rosanna N to Everyone :

Q: What marketing materials do we need to do the research engagement job?

Success stories, interviews, mini brochures, (2 page) with benefits, success story of somebody using the resource already, GRNET has produced something like this and has been beneficial, short interviews are useful with govt, because the user can be seen speaking – if the project hasn't started videos work well. Targeted newsletters and DMs with specific content, no mass email, only targeted

Contacts are collected by sending to research institutions generic emails with CTA asking to forward to specific groups in organisations, sometimes it works, also within GDPR, gained 400 registrations for one project out of 900 emails.

Challenge/ opportunity in Australia, researchers don't know what NREN is, so we need to start by promoting our role, how to communicate what an NREN is.

Q: How do we find the medium between the technical speak and the Marcoms speak?

Researchers don't trust marketing speak and don't understand tech speak. So how do we overcome this obstacle? Focussing on benefits continuously. Repeating the same things over and over again. Never lose sight of the benefits.

Q: How do we use Marcoms to scale research engagement: promoting what an NREN is, what they do?

Video promoting NREN and functions, 1.30 minutes promoting GRNET and used promoting different services and projects to go with it. It has been used online and at events and has made things clearer. Short messages, because people do not have time, they do not read, benefits, benefits and connection to the global NREN community.

Q: How do we tackle the problems of privacy and security using marcomms?

https://edpb.europa.eu/news/national-news/2020/university-failed-sufficiently-protect-sensitive-personal-data_en

Communicating with researchers to be careful with their data.

Bilateral agreements

Unique NREN privacy statement agreement

Explain how secure the systems are

Matrix types of data, types of systems, movement of data

Raising security awareness teach researchers on how to use the network securely

"researchers know enough to be dangerous"

Information and material can come from a central group re: data shared used between different NRENs and increasing awareness and sharing the experience of data security, raising awareness at higher level and ask to inform the community within the NRENs, a top level message that can be distributed locally e.g. guidelines in place, security mechanisms, and benefits on how to stay safe and promoting the network at the same time (stay on net - stay safe)

Fact sheets to give them help that the system that they use is safe as many researchers are not tech-savvy

13:46:01 From Ela Y to Everyone : Summary from our group:

Q: What marketing materials do we need to do the research engagement job?

- It depends on what the goals and what works well
- NRENs are normally institutional IT people who are not in tune with researchers at their organizations - this is very common. If you're not a comms person, lack the tools and resources to target
- Writing benefits for services - how to use, versus how to implement the service.
- Appeal from researchers and include a quote or testimonial
- Focus on common problems that researchers face and comms can prepare the materials to support it.
- Build communities of researchers to maximize the channels who focus on research facilitation
- Highlight champions within institutions
- Materials depend on what the expected call to action is.
- Researchers don't know what to expect from their NRENs, e.g. ultra-high-speed connectivity. If we know their needs, we can support them.

13:46:19 From Ela Y to Everyone : - Researchers expect services to be available, via cloud, etc. Do they know what NRENs can do to help them?

- What we need to do is establish trust with our research community.
- RE can provide Marcomms with a list of problems first - and ask for recommended messaging.

Q: How do we find the medium between the technical speak and the Marcoms speak?

- There is a use for each: sometimes you need Marcoms speak and sometimes you need technical implementation materials.
- Have in-depth material ready when it's asked for
- Sometimes we're talking to a CTO who might not have the technical skills but their tech teams will need/want that
- If a researcher wants a service, institutional IT will still need to implement it
- Communicate to institutional research support who can then translate to their researchers
- There are shared problems that we can leverage in our communications

13:46:35 From Ela Y to Everyone :

Q: How do we use Marcoms to scale research engagement: promoting what an NREN is, what they do?

- NRENs are working with 3rd party service providers
- Marcoms can be helpful in pushing out information and intelligence

Q: How do we tackle the problems of privacy and security using marcomms?

- Depends on the need - perhaps we can prepare infographics to help educate research teams

13:55:57 From Leonardo M:

Q: What marketing materials do we need to do the research engagement job?

- We need materials, events to share information, promotional items describing benefits and positive outcomes for research communities but also for future generation. Important to show the work will be reused.

- Let's not bombard communities with information. We need to attract, and we are all busy, so let's be careful. Best way to share information is through F2F meetings. We can attract by knowing researchers' needs, as a community. Services are key as well, especially when talking about connectivity and mobility. Coming model is open science and open access. Let's work towards them.

- Scalability needs to get in mind even when talking about materials. We need to work with research support staff at institutions. We need to work with them to improve scalability.

13:57:21 From Leonardo M to Everyone :

Q: How do we find the medium between the technical speak and the Marcomms speak?

- It's important to speak the researchers' language. Language needs to be easy to understand for researchers. F2F meetings help us understand researchers' language and needs.

- Share best practices, successful examples.

- Examples help people understand technical difficulties behind it. There is still a gap between technology and employees and between research engagement and marcomms. Important to be able to translate from technical level to researchers' language. Important to have rare people in the team who can speak both languages.

13:57:44 From Jakob T to Everyone : sure, thanks!

13:57:49 From Leonardo M to Everyone :

Q: How do we use Marcomms to scale research engagement: promoting what an NREN is, what they do?

- Important to have general communication towards researchers and also specific communication towards specific groups. We can reach scalability by collaborating with institutions and with research staff there. Comms need to be understandable also for research staff. Then from their communities we can extract research needs, which in turn helps us scale research engagement

- Maybe we can be a bridge, to understand better researchers needs and better communicate them to NRENS. Listening is key.

- Gather people's thoughts and material to build Knowledge base and tools

13:57:58 From Naira K, to Everyone : Big thanks to all presenters!

13:58:07 From Leonardo M to Everyone :

Q: How do we tackle the problems of privacy and security using marcomms?

- A couple of weeks ago there was a case, in which police reports were shared in an email and caused a GDPR infringement. Many free tools are available and in NRENS and institutions there isn't always knowledge about boundaries to use them. Marcomms can help in this: it's a big opportunity for collaboration between NRENS and institutions

13:58:09 From Jakob T to Everyone : I have to step into another meeting now, see you again soon!

13:58:30 From Carina K to Everyone : thanks everyone it was lovely to see you all

13:58:35 From Leonardo M to Everyone :

Q: Can the SIG support the TF (how?), or is working within organisations more realistic?

- This meeting is a great start and it's very important. Let's continue with these meetings.

- Important to collaborate and define needs.

- Many ways to support. Lowkey way of finding each other when we need each other.

Reach out when we are in need. How do we make sure we find each other? Emails and GEANT wiki are main tools in use at the moment. Maybe we can also consider other tools.

- Wonder if there is a easier process. We mainly use emails and meetings. Interested in knowing about processes in use by other organisations

13:59:24 From Barbara C to Everyone : Key point: we need to improve the information sharing between SIG and TF

Q: What marketing materials do we need to do the research engagement job?

- Various materials for advertising events/webinars. Don't forget "post event promotion" to share testimonials etc.
- Well crafted, promotional materials on specific services – especially for communities that are not engaged yet and for services that are hard to explain. Some services are easy to explain like network connectivity. Other are harder to explain, so marketing can help to explain them, for example trust & identity
- Success stories/case studies about specific services, can be used on various materials like posters

Q: How do we find the medium between the technical speak and the Marcoms speak?

- Technical people want to see technical language, adapt your language depending on the audience
- Upskill ourselves. Participate in service-specific events
- Be agile, Review ideas at different stages, exchange of ideas and skills

14:01:28 From Barbara C to Everyone :

Q: How do we use Marcoms to scale research engagement: promoting what an NREN is, what they do?

- Impact website – blog impact.geant.org – science advancements
- In the field blog – highlighting the "greater good", it's not just about creating more users. That messaging is very useful

Q: How do we tackle the problems of privacy and security using marcomms?

- GDPR - Ask people if they want to be contacted (consent), privacy policy
- Sharing experiences between NRENs – how we are GDPR compliant
- Storing your email contacts in a suitable place
- Data leaks – sharing best practices on how to avoid it and how to deal with it when it happens

Q: Can the SIG support the TF (how?), or is working within organisations more realistic?

- Research topics during SIG marcoms, exchange information
- We would like TF to come and present regularly, let's work together
- We could be duplicating work – if we develop things together for example visuals we can then just translate them to different languages

14:04:26 From Ieva M to Everyone : **Q1:** It usually depends on what target group you are trying to contact – either research or IT-research. What would be helpful is NREN fact sheet of what the NREN has, grouped and condensed format. The fact sheet could then inspire further conversations. It also easier to reach research groups through other research groups and their use cases.

Q2: It is always about the audience. The talk should always be that everyone understands. Providing the background and modifying it slightly according to who you speak, especially for decision makers. Deciding what message you want to convey is also important.

Highlighting– value, outcome, impact and especially the value for researchers.

14:08:30 From Ieva M to Everyone : **Q3:** Marcomms is a translator to the audience, write for the certain audience. They should find ways to scale active communications, platforms, chat

environment, how to connect an expert to an expert. Also - where do they gather, their preferred tooling style. Also distinguish which type of messaging goes to which community.

Q4: Sharing facts and information! Campaign in the NRENs for cloud, security, myth-busting information for security (yes/no and the reasoning). Data classification to increase cloud service usage for managers to worry but rationally. Ethics of data protection. Here are the measures to help manage the risks.

Q5: TF-RED more transparent for marcomms, then possibly more ideas would spring together. More meetings together. Find a systematic way of sharing of materials and preparation of materials. Determining an essential dissemination tool-kit for TF-RED.

14:23:57 From Artemis P to Everyone : This is so right Lonneke