



## Appendix 5: DPIR Blog publicity and launch strategy

### I. Timing:

- 3 phases:
  1. Internal: DPIR (Oxford) and POLIS (Cambridge) – to be completed over the summer vacation 2011
  2. Wider university: Oxford and Cambridge – to focus on a poster launch and launch event in 0<sup>th</sup> week Michaelmas Term 2011
  3. External to university: wider academe and the media – when the blog is established and long-term status is clear.

### II. Aims:

- to raise awareness of the blog and its aims (to promote and disseminate our research, to engage in scholarly debate on current affairs, addressing topical issues in a timely fashion)
- to ensure the sustainability of the blog in the longer term
- to engage with blog audiences (receive feedback on our ideas, to hear our audience's opinions, and to promote frank and respectful debate around these topics)
- to facilitate the discoverability of politics and international relations related open educational resources.

### III. Strategy:

- Phase 1:
  - Collaboration of DPIR with POLIS to be strengthened
  - Posting of content to be prioritised; frequency of posting to be accelerated prior to phase 2
- Phase 2:
  - Poster and web campaign
  - Joint launch event
  - Promotion by Oxford and Cambridge to internal audiences
- Phase 3:

- Promotion by Oxford and Cambridge to external audiences and the media.

#### **IV. Methodology:**

Promotion by DPIR to *internal* audiences using the following publicity outlets:

- Use of blog logo/poster on DPIR home page as rotating picture with link to launch details
- Circulation of posters in both Universities; A1 poster in central Oxford University Offices (poster to show launch event details with sticker)
- Facebook and Twitter announcements by Oxford University Public Affairs and DPIR
- Blueprint (staff magazine, autumn issue)
- Email to DPIR faculty and students, and student societies
- Promotion by Graduate Student Editor and Ambassadors to graduate and undergraduate student communities

Promotion by DPIR to *external* audiences using the following publicity outlets:

- Social Sciences Press Office
- PSA newsletter news
- Teachers' newsletter (via Carlyne Culver, Public Affairs Directorate)
- Oxford in Westminster newsletter
- Oxford Today
- New Statesman.

#### **V. Measures to determine success of first and second phases:**

- Increase in number of visits to blog: measure with Google analytics statistics
- Frequency of posting of blogs and comments from faculty and students at both Universities
- Frequency of interaction between DPIR and POLIS communities
- Number of 'likes' by users of blog on Facebook site
- Number of tweets generated
- Nature of feedback from focus groups and online surveys
- Demonstrable use of OER brought to the site (e.g. use of 'like' function on the dynamic collections)