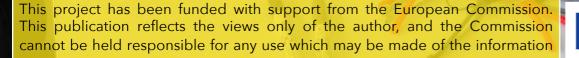# X-LIBRIS

SMART ICT 3.0 LIBRARIES SERVICES

to Address on Future Skills and Competences-Learning Spaces 2025

DISSEMINATION - PLAN
2014-2015

X-LIBRIS

I

TÜRKİYE ULUSAL AJANSI
TURKISH NATIONAL AGENCY

Erasmus+

SUMMARY

X-LIBRIS (2014-1-TR01-KA200-012958) is a Strategic Partnership for Adult Education within the Cooperation and Innovation for Good Practices Key Action of Erasmus+ Program. It is started on 1 September 2014 and will run for two years.

Overall goal of the project is to organize a series of training and in-service training activities in order to develop user-centred new library services based on smart ICT. With this goal, X-LIBRIS will develop Open Education Resources (OER) and Massive Open Online Courses (MOOCs).

The project dissemination activities will be carried out internally at the consortium level (the project partners will disseminate the Xlibris project and its results within their own organizations), and also externally (outside the project consortium on the national and international level in English). The external dissemination activities that will be developed for Xlibris will be as follows:
- User Groups and professional from libraries around the world
- Travelling exhibition - presentations/demonstrations
- Media – Articles in specialist magazines/journals
- Project Website and Xlibris Social Media and mobile responsive sites.
- Local partners websites
- Project Showcase
- Xlibris Presentations in Conferences and Seminars, eg. Paris QQML, ECIL2015 Tallin, Kaç Information Center Istanbul.

The dissemination activities of X-libris will be coordinated by the Spanish partner as the dissemination activity leader, with the participation from all the project partners. All partners create their local language channels and cross post project information activities.

Introduction of the target group for the dissemination activities

Xlbris project combines the work of very different types of partners with different background, knowledge and experience. Therefore, the target group for the dissemination of the project results will be mainly composed of the project users, both consumers (municipalities, schools, learning specialists, educational institutes, students) and Libraires, librarians (schools, children networks, NGO's, educational centres); as well as the academic community connected to Information Literacy.

Some of the dissemination activities to be carried out throughout the project are planned to contribute to gather detailed information about the user profile and needs, which will contribute to the Testing and Evaluating as well as to the X-libris Methodology to be delivered at month 24 of the project.

X-LIBRIS strategy on Social Media

The project has designed a strategic dynamic plan composed by different campaigns where each media created (flyers, video, animation, posters, exhibitions, conference papers, workshop content) is focused in using in an organic way (meaning real audience behind any click, no "like bought") social media to create project branding.

Having a strong social media presence is a beneficial way to not only showcase the X-libris project IOs but also an opportunity to build a positive impact reputation at larger scale. Regular updates on all channels not only English but in partners languages is positioning X-libris on the major social media networks.

Some social media are having more impact than others and this changes from country to country. However the project is creating a backbone towards sustainability developing creative campaigns where the final library user can be part of the activity, eg. Shelfie exhibition 137 participants from 10 different countries from the academic and library world. 25 images selected (10 Turkish) proved that at local level there is room for innovation on involving the final user in redesigning some of the services. On the other hand Librarians involved had identified another way of put in value the library and its content.

All the engagement achieved till now is organic, meaning there is an intrinsic motivation for learning and participating in the X-libris project at European level.

Through social media tools and research, social media is giving real-time key analytics providing the X-libris project with data to improve in-service training and develop creative activities and improve workshops towards the final X-libris methodology.

Social Media strategic toolkit

The consortium carries out a **continuous dissemination through the "multiple social media channels"**of indirect X-libris partners in order to have a permanent feedback from both users and partners side. There is an observer group each local level.
This group consists of people (staff from the organsitations) who are indirectly involved in the project who provides feedback on the metrics campaigns.

The partners involved in the X-libris project have very close relationships or are members of national and international organizations for professional communities of libraries, information literacy events, social media groups, branding communities, educational , learning specialists and the academic and scientific community.

The dissemination into these groups is therefore guaranteed.

The table below explains how each Social Media is used to create impact and sustainability engaging a large community of different target groups at local and international level where X-libris impacts.

It is important to mention we use these tools for real engagement, co-creation, cross-fertilization on project Intelectual Outputs and not just for posting project information. The X-libris project works on branding implementation.

Social Media	How is being used
SMORE	Smore enables to create ad-hoc campaigns including all kind of media; video, photo, links, text. X-libris creates a series of specific video animations, elapsed videos as part of the dissemination taylor made strategy. However the most important feature of SMORE are the metric provided which are key for understanding the X-libris impact.
FACEBOOK	Is used to understand what kind of information, photo, text, video, message, has an impact as relevant OER, who is impacted, who viralizes it by republishing it on other networks. That enables us to understand the "verb" of the OER.
VIMEO	Is a private channel to published all videos recorded during the training workshops. The videos are a source for the IOs and the final X-libris Methodology. Each partner have its own channels hosting multilingual videos. A specific dissemination video channel is created. From thsi channel all videos can be embed in different social media channels such as Pinterest, Twitter or web pages.
TWITTER	Is being used to construct knowledge and information on the activities of different workshops. The importance of the use of this tool is based on the #hashtag concept. It will be particulary important if game base activities are implemented through social media channels.
PINTEREST	Pinterest enables us to create Boards with the information from each training activity. It provides an easy access to all project activities in a very visual way. The importance of this tool is the PIN possibility connecting external similar boards across the network based on the metadata provided in the description of the Board.
INSTAGRAM	The power of Instagram is on the individual Instagram accounts of the users connected through a #hashtag. The content can be generated by anyone but retrieved under one common label or hashtag. Launching different promotions to gain engagement is the aim of the use of this tool, e.g. #xlibrishelfie, #xlibrisgreenhero. It also enables content co-creation and measure the impact of the activity.

Dissemination timetable for first 12 months of project duration December 2014 – December 2015

	Responsible partner	12	1	2	3	4	5	6	7	8	9	10	11	12
Online Dissemination														
Project Website	HACETTEPE	X	X	X	X	X	X	X	X	X	X	X	X	X
Project information on partner websites		X						X						X
Newsletter 1	ISES	X												
Newsletter 2	ISES		X											
SMORE - Shelfie Competition	ISES/Hacettepe			X										
SMORE - Paris Workshop	ISES/Hacettepe					X								
SMORE - Istanbul Workshop	ISES						X							
SMORE - Green Hero	ISES/Hacettepe										X			
SMORE - Storytelling iStopmotion	ISES/Hacettepe											X		
SMORE – Project information	Hacettepe			X										
SMORE – Shelfie Competition	Hacettepe				X									
SMORE – Shelfie Competition German	Wisamar				X									
SMORE – Leipzig Workshop	Wisamar/ Gemeinde Kabelsketal					X								
SMORE – Project information Lithuanian	Radviliškis Educational Centre		X											
SMORE – Radviliskis Workshop	Radviliškis Educational Centre			X										
SMORE – In-service training for school librarians	Radviliškis Educational Centre							X						
SMORE – Project information Bulgarian	Varna Library		X											
SMORE – Project News Bulgarian	Varna Library						X							
Facebook English	ISES	X	X	X	X	X	X	X	X	X	X	X	X	X

Activity	Partner	1	2	3	4	5	6	7	8	9	10	11	12	13
Facebook Turkish	Hacettepe	X	X	X	X	X	X	X	X	X	X	X	X	X
Facebook German	Wisamar/ Gemeinde Kabelsketal	X	X	X	X	X	X	X	X	X	X	X	X	X
Facebook Lithuanian	Radviliškis Educational Centre	X	X	X	X	X	X	X	X	X	X	X	X	X
Facebook Bulgarian	Varna Library	X	X	X	X	X	X	X	X	X	X	X	X	X
Twitter English	ISES	X	X	X	X	X	X	X	X	X	X	X	X	X
Twitter Turkish	Hacettepe	X	X	X	X	X	X	X	X	X	X	X	X	X
Twitter German	Wisamar/ Gemeinde Kabelsketal	X	X	X	X	X	X	X	X	X	X	X	X	X
Twitter Lithuanian	Radviliškis Educational Centre	X	X	X	X	X	X	X	X	X	X	X	X	X
Pinterest English	ISES	X	X	X	X	X	X	X	X	X	X	X	X	X
Pinterest Turkish	Hacettepe	X	X	X	X	X	X	X	X	X	X	X	X	X
Pinterest German	Wisamar/ Gemeinde Kabelsketal	X	X	X	X	X	X	X	X	X	X	X	X	X
Instagram English	ISES	X	X	X	X	X	X	X	X	X	X	X	X	X
Instagram Turkish	Hacettepe	X	X	X	X	X	X	X	X	X	X	X	X	X
Instagram German	Wisamar/ Gemeinde Kabelsketal	X	X	X	X	X	X	X	X	X	X	X	X	X
Instagram Bulgarian	Varna Library	X	X	X	X	X	X	X	X	X	X	X	X	X
VIMEO Channels	ISES+Partners	X		X	X			X	X			X		
Online articles about the project	Varna Library			X		X			X				X	
Face-to-Face Dissemination														
Workshop Paris	ISES/HACETTEPE						X						X	
Shelfie-Exhibition Paris	ISES/HACETTEPE						X							
Workshop Istanbul	ISES/HACETTEPE							X						
Shelfie-Exhibition Istanbul	ISES/HACETTEPE							X						
Conference Tallin	ISES/HACETTEPE												X	

Traditional Dissemination (printed materials, printed media, radio, TV)														
Poster Ankara Workshop	ISES/HACETTEPE		X											
Poster Shelfie Exhibition Paris	ISES/HACETTEPE						X							
Poster Shelfie Exhibition Istanbul	ISES/HACETTEPE							X						
TV-Interview	Varna Library		X											
Radio interview	Varna Library			X										
Article in Bulgarian Library Association magazine	Varna Library				X									
Article on Leipzig Workshop in local newspaper of Kabelsketal	Wisamar/ Gemeinde Kabelsketal						X							
	MONTH	12	1	2	3	4	5	6	7	8	9	10	11	12

All partners submit interim reports for the project every 6 month. Those reports also include dissemination activities that have been carried out by the respective partner. The template is to be seen in the Partnership Protocol.

dissemination

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Project website: http://xlibrisproject.org

SMORE -in ENGLISH -
https://www.smore.com/emgdt
https://www.smore.com/ky7fx
https://www.smore.com/yq7x1
https://www.smore.com/vgany
https://www.smore.com/mkzw1

SOCIAL MEDIA in ENGLISH -
http://pinterest.com/xlibrisproject
http://facebook.com/xlibris
http://twitter.com/xlibrisproject

VIMEO CHANNELS
Xlibris Turkey
Xlibris Lithuania
Xlibris Germany
Xlibris Bulgaria
Xlibris dissemination

Social Media partners channels: GERMANY
Smore: https://www.smore.com/1u6tj-shelfie-instagram-world-competition
https://www.smore.com/h5wyd-x-libris-workshop
Facebook: https://www.facebook.com/buechereien
Twitter: https://twitter.com/BiboKabelsketal
Pinterest: https://www.pinterest.com/BiboKabelsketal/
Instagram: bibliothek_kabelsketal
Vimeo: https://vimeo.com/bibokabelsketal

Social Media partners channels: TURKEY
Facebook: https://www.facebook.com/xlibrisprojesiturkiye
Twitter: https://twitter.com/xlibris_tr
Smore: https://www.smore.com/u/xlibrisprojesi
Pinterest: https://www.pinterest.com/xlibris_turkey/
Instagram: https://instagram.com/xlibrisprojectturkey/

Social Media partners channels: LITHUANIA
Facebook: https://www.facebook.com/Xlibris.l
Twitter: https://twitter.com/xlibris_lt
Vimeo: https://vimeo.com/channels/xlibrislt
Smore: https://www.smore.com/u/x-libris

Social Media partners channels: BULGARIA
https://www.smore.com/rd020
Smore: https://www.smore.com/u/publiclibraryvarna

POSTER EXHIBITION
Xlibrishelfie in Paris
Xlibrishelfie in Istanbul