

## APARSEN Toolkit External Communication and Outreach

Logo:



Colour frame logo:

R: 0 G: 38 B: 64
R: 89 G: 115 B: 128
R: 128 G: 64 B: 0
R: 255 G: 128 B: 0
R: 184 G: 0 B: 41
R: 218 G: 195 B: 0
R: 0 G: 109 B: 85
R: 134 G: 184 B: 33

### General APARSEN text and APARSEN key messages

Digital preservation is an important foundation for the economic, social and cultural development of future society by making information, knowledge and know-how accessible for re-use by later generations. [APARSEN](#) is a Network of Excellence that involves a very broad set of organisations from academia, research laboratories, national libraries, national membership organisations and industry. The overall objective of this project is to analyse the state of the art in digital preservation research in Europe and to bring it together under a Common Vision. To this end APARSEN will provide an overview and orientation within the current still fragmented digital preservation landscape in Europe. It will give direction for future research in this field, and will build up an internationally recognized Virtual Centre of Digital Preservation Excellence with the aim of taking Digital Preservation to a higher level within the EU and beyond.

The Project is organised along 4 topics in which investigations on the following aspects are undertaken:

- Trust: Authenticity and provenance; Annotation, reputation & data quality; Peer review/3rd party certification of repositories; Common test environments
- Sustainability: Cost/benefit data collection and modelling; Business Cases; Preservation services; Storage solutions
- Usability: Common standards; Common tools, software repository and market place; Interoperability and intelligibility; Scalability

- Access: Identifiers and citability; Data policies and governance; Digital Rights and Access Management

### Key messages:

1. Europe must exploit its rich and varied digital resources now and into the future; APARSEN will contribute to a common understanding of digital preservation and a Common Vision of the research agenda needed to support it.
2. The future is uncertain, we must agree on how to work together to reduce the risks to Europe's precious digital holdings.

APARSEN will build a long-lived Virtual Centre of Digital Preservation Excellence, which you can be part of, aimed at taking Digital Preservation to a higher level within the EU and beyond and ensure that the issues of digital preservation will move from being a 'niche' concern to be increasingly taken up by all organisations and included into their work flows.

3. The High Level Expert Group on Scientific Data asked, in the Riding the Wave report<sup>1</sup>:  
*"Just how will we train people to work in this environment? What tools will we need to move, store, preserve and mine these data?"*

APARSEN will develop coherent training materials and curricula to enable people to attain appropriate skills about digital preservation technologies applicable to all types of digitally encoded information.

4. APARSEN brings together expertise from across Europe including partners from industry, cultural heritage organizations, research bodies and membership organizations and will bring coherence, cohesion and continuity to research into barriers to the long-term accessibility and usability of digital information and data.

### APARSEN website

Make use of the APARSEN Website [www.aparsen.eu](http://www.aparsen.eu) as soon as you have something to publish (deliverables, executive publishable summaries, workshops, presentations, blog posts or any other types of activities relating to APARSEN). The new web design will provide an extensive news section. Please send an e-mail to David Giaretta [director@alliancepermanentaccess.org](mailto:director@alliancepermanentaccess.org) and/or **Stream 4 lead** with the text/blog/announcement and where you want to put it on the APARSEN website.

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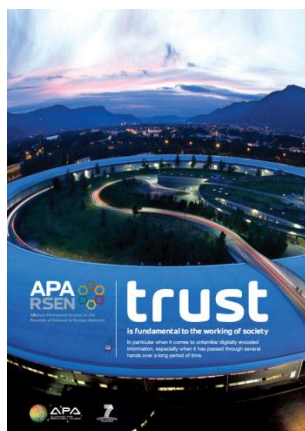
<sup>1</sup> <http://cordis.europa.eu/fp7/ict/e-infrastructure/docs/hlg-sdi-report.pdf>

## Dissemination material for distribution at any types of events

- APARSEN Brochure



- APARSEN Booklet on Trust



- APARSEN Booklet on Sustainability (available approximately September 2013)

## APARSEN general ppt presentation regularly updated

On the TWiki you find the APARSEN General ppt presentation which is regularly updated with the latest results from the deliverables. Take it for your usage at any kinds of events: [General APARSEN ppt](#)

## Announcements of events

### **Timing of announcements of workshops, training events, etc.:**

- 2-3 months in advance: 1st announcement via email, Twitter and LinkedIn
- 1-1,5 months in advance: 2nd announcement via email, Twitter and LinkedIn
- 3 weeks in advance: reminder via email, Twitter and LinkedIn

### **Timing of announcements of webinars:**

- 1-1,5 months in advance: 1st announcement via email, Twitter and LinkedIn
- 1-2 weeks in advance: reminder via email, Twitter and LinkedIn

## Sample email for announcements of events:

\*\*\*Apologies for cross-posting, but feel free to forward!\*\*\*

### **XY (workshop, training, webinar, event) Announcement**

**APARSEN Title of Event, Date, Location, Time**

**Title of Workshop, training event**

**Introduction and purpose of the event:** Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

The project [APARSEN](#) is a Network of Excellence that unites a diverse set of practitioner organisations and researchers. The overall objectives are the exchange of expertise and the identification of best practices and research desiderata. APARSEN will build a Virtual Centre of Digital Preservation Excellence in order to provide continued cooperation after the end of the project end.

The APARSEN **Event Title** will deal with the following topics and offers the opportunity to present the project:

- **topic 1**
- **topic 2**
- **topic 3**

For the detailed program please visit:

**link**

Registration: **link or e-mail address**

Registration deadline: **Date**

Follow us on Twitter  and join using **#APARSEN**

Discuss with us on  Visit us on Facebook 

## Announcements of events via Twitter, LinkedIn and Facebook

For conferences/workshops/events announcement: All APARSEN events should be also announced via APARSEN social media channels. Please send an email to Chiara Cirinnà [cirinna@rinascimento-digitale.it](mailto:cirinna@rinascimento-digitale.it) for posting in advance your events, your presentations etc. on the social media:

### Twitter:

Twitter **#APARSEN**, Follow us on Twitter: [@APARSENproject](#)

### **Sample tweets:**

"Don't miss **#APARSEN** **event, title, time, location, link to website**, [#digitalpreservation](#) [#digital](#) [#digpres](#)"

"Mark in your calendars **#APARSEN** **event, title, time, location, link to website**, [#digitalpreservation](#) [#digital](#) [#digpres](#)"

"Don't miss the **#APARSEN** workshop on **event title** at **title of conference, date, location, link to website**, [#digitalpreservation](#) [#digital](#) [#digpres](#)"

(add useful hashtags if space allows it, this helps to spread the messages in other communities)

### **LinkedIn:**

“Don't miss the APARSEN workshop on **event title** at **title of conference**, **date**, **location**, **link to website**.”

Anyone can make a post on LinkedIn under the APARSEN group. All APARSEN partners can contribute to the discussions and like the post.

### **Facebook:**

“Don't miss the APARSEN workshop on **event title** at **title of conference**, **date**, **location**, **link to website**.”

All the key messages related to the external communications should be published on Facebook. Please send an email to Chiara Cirinnà or John Lindström (john.lindstrom@ltu.se) for posting your events, presentations, photos etc. on FB.

## **During events**

### **Messages to be sent out during events, mainly Twitter**

For tweeting during the events: all APARSEN partners should send tweets when participating in events also through the APARSEN's account . If you are at a conference or another event, please send your Tweets also through the [@APARSENproject](#) account (please ask Chiara Cirinnà in advance for the password to access the account)

## **Post-processing of events**

- Putting all presentations and recordings on the APARSEN website either under APARSEN workshops <http://www.alliancepermanentaccess.org/index.php/aparsen/aparsen-workshops/> or Training <http://www.alliancepermanentaccess.org/index.php/training/> or APARSEN webinars <http://www.alliancepermanentaccess.org/index.php/aparsen/webinars/> or where appropriate
- Putting a publishable report on the website where appropriate
- Sending messages over Twitter, LinkedIn and Facebook as soon as this has been done to increase traffic on the APARSEN website

## **Announcements of APARSEN deliverables**

### **Announcements of APARSEN deliverables via Twitter, LinkedIn and Facebook**

#### **Twitter:**

“[#APARSEN](#) has produced a detailed report on **topic**, **link**, [#digitalpreservation](#) [#digital](#) [#digpres](#)”

#### **LinkedIn and Facebook:**

“APARSEN just published a deliverable dealing with **topic**. Please visit our website [www.aparsen.eu](http://www.aparsen.eu) for download. Feel free to comment on our results.”

## Announcements of APARSEN newsletters

### Sample e-mail for announcements of APARSEN newsletters

\*\*\*\*Apologies for cross posting\*\*\*\*

Dear colleagues,

the APARSEN project just issued its **number** newsletter which summarises **our achievements and activities in digital preservation (DP) research and investigation of the European DP landscape in the second project year** It informs about upcoming events in DP and presents initiatives who wish to cooperate with APARSEN. (update to the current version).

Link to **number** [APARSEN newsletter](#)

We hope this is of interest for you and appreciate any type of feedback. If you like to get in contact with us and collaborate on the one or another topic in the field of DP feel free to e-mail us: David Giarretta, APA Director: [director@alliancepermanentaccess.org](mailto:director@alliancepermanentaccess.org); **enter name and e-mail from Stream 4 lead**

You can also contact us via Twitter: [@APARSENproject](#), [#APARSEN](#); LinkedIn [Linkedin Group APARSEN](#) or Facebook [Facebook/APARSEN](#).

The APARSEN project involves a very broad set of organisations from academia, research laboratories, major national libraries, national membership organisations and industry. We seek to develop a common vision for the research agenda for digital preservation and to create a Virtual Centre of Excellence in digital preservation. Please register on our [website](#) and join us.

You have also the possibility to join one of our upcoming webinars! Please stay informed by visiting [Aparsen/webinars](#).

Regards from the APARSEN team

### Announcements of APARSEN newsletters via Twitter, LinkedIn and Facebook

#### **Twitter:**

"[#APARSEN](#) just issued its **number** newsletter: **Title of newsletter**, link [#digitalpreservation](#) [#digitaldigpres](#)"

#### **LinkedIn and Facebook:**

"APARSEN just issued its **number** newsletter  
<http://www.alliancepermanentaccess.org/index.php/community/newsletter/>

The newsletter summarises our achievements and activities in digital preservation (DP) research and investigation of the European DP landscape in the **phase of the project**. It informs about **latest deliverables**, upcoming events in DP and presents **initiatives who wish to cooperate with APARSEN**.

You have also the possibility to join one of our upcoming webinars! Please stay informed by visiting: <http://www.alliancepermanentaccess.org/index.php/aparsen/webinars/>

**!!!Please re-tweet actively APARSEN tweets and contribute to LinkedIn discussions!!!**

**!!!Please use the [#APARSEN](#) tag in any tweet related to the project!!!**