

Meeting Title, Date, and Participants

Title: Not explicitly mentioned.

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Participants:

- Hendrik (facilitator)
- Heather
- Christina (from DIP)
- Francesca (from Studium Digitale)
- Stefan
- Nina
- Daniela
- Amir (joined later)
- Others (unnamed participants)

Brief Overview of the Meeting's Purpose and Key Outcomes

The meeting focused on discussing strategies for professionalizing the transfer of research into the field, particularly through social media. Key outcomes included:

1. A presentation by Christina on the use of Mastodon and BlueSky as alternative social media platforms for educational research.
2. Discussions on promoting research outputs, such as papers and reports, to meet specific KPIs (e.g., 1,000 downloads for a business models report).
3. Consideration of challenges in using platforms like LinkedIn for institutional communication.
4. Plans to improve synergies between teams and projects, such as the Haiti project and the Great project.
5. A decision to send a get-well card to Jan Schneider, who underwent eye surgery.

Main Discussion Topics in Chronological Order

1. Announcements and Updates

- The team received over 90 applications for AI positions and 42 for a PhD position.

- Jan Schneider is recovering from eye surgery, and the team plans to send him a get-well card.
- The Haiti project team (Daniela, Nina, and Stefan) needs help recruiting participants for a presentation training study.

2. Social Media Strategies

- Christina presented on Mastodon and BlueSky as decentralized, non-commercial alternatives to platforms like Twitter and Facebook.
- Mastodon was highlighted for its chronological feed, hashtag-based discovery, and ability to connect with other instances in the Fediverse.
- BlueSky was noted for its higher user numbers but lack of European alternatives.

3. Promotion of Research Outputs

- The team discussed challenges in meeting KPIs for social media, such as achieving 1,000 downloads for a business models report.
- Francesca shared insights on Studium Digitale's social media presence, including LinkedIn, Instagram, YouTube, and podcasts.

4. Challenges with Institutional Communication

- LinkedIn was criticized for its low engagement with company pages (only 2% of feed content).
- The team explored options for automating content sharing, such as RSS feeds to Mastodon.

5. Next Steps and Action Items

- Set up an RSS feed for Mastodon to share blog posts and updates automatically.
- Consider creating a Mastodon account for Studium Digitale and bridging it to BlueSky.
- Promote the business models report aggressively to meet KPIs.

Key Decisions or Agreements Reached

1. The team agreed to explore Mastodon and BlueSky as platforms for promoting research and engaging with educational communities.
2. An RSS feed will be set up to automatically share content from the team's blog to Mastodon.
3. A get-well card for Jan Schneider will be signed and delivered.

Notable Questions Raised During the Discussion

1. How can the team effectively promote its call for participants for the Haiti project?
2. How can the team improve its social media presence to meet KPIs, such as 1,000 downloads for the business models report?
3. How can the team measure the impact of its social media efforts, particularly for institutional communication?

Action Items or Next Steps Mentioned

1. Set up an RSS feed for Mastodon to share blog posts and updates.
2. Explore creating a Mastodon account for Studium Digitale and bridging it to BlueSky.
3. Promote the business models report on multiple platforms to meet KPIs.
4. Sign and deliver the get-well card for Jan Schneider.

Areas of Consensus and Disagreement

Consensus:

- The need to diversify social media platforms to reach broader audiences.
- The importance of maintaining a consistent online presence to enhance visibility and credibility.
- The value of Mastodon as a decentralized, non-commercial alternative to traditional platforms.

Disagreement:

- No explicit disagreements were noted, but there was uncertainty about the effectiveness of LinkedIn for institutional communication and the challenges of measuring social media impact.

Thematic Analysis

Central Arguments Presented

1. The need for diversification in social media platforms to avoid dependence on commercial platforms like Twitter and Facebook.
2. The potential of decentralized platforms like Mastodon and BlueSky to foster academic and educational communities.
3. The challenges of promoting research outputs and meeting KPIs in a fragmented social media landscape.

Supporting Evidence or Examples Mentioned

- Mastodon's chronological feed and hashtag-based discovery were highlighted as advantages over algorithm-driven platforms.
- BlueSky's higher user numbers and potential for professional networking were noted.
- The team's struggles with promoting the business models report (only 200 downloads so far) were cited as evidence of the challenges in meeting KPIs.

Counterpoints or Alternative Perspectives Raised

- The difficulty of building institutional presence on platforms like LinkedIn, where company pages have low engagement.
- The lack of European alternatives to BlueSky, which is dominated by US-based users.

Unresolved Issues Requiring Further Discussion

1. How to effectively measure the impact of social media efforts on institutional communication and research promotion.
2. How to balance the need for professional networking with the challenges of maintaining a presence on multiple platforms.
3. How to address the limitations of RSS feeds on Mastodon, particularly the inability to use hashtags in automated posts.