

Sapienza Digital Communication: Web, Mobile and Social Media Integration Strategies

By Daniela Vingiani and Riccardo Tacconi



SAPIENZA
UNIVERSITÀ DI ROMA

Communication Goals

The Communication plan defines all communication objectives declined in specific actions to carry out within the relevant year (The first Communication plan was issued in 2010).

The plan highlights also structures and people involved in each action and the relevant stakeholders.

How to Organize Integrated Communication

The list of objectives contained in the Plan corresponds to an integrated communication activity.

This activity is carried out throughout a series of different channels and means and with the contribution of many “actors” involved.

The first aim of the Communication plan is to coordinate and schedule this whole complex operation.



Per creare, contrassegnare e inviare file PDF, fare clic su Commento e Condividi.



Digital Communication Objectives

- Re engineering of the university website
- Establishing an editorial staff with one or more web editors in each office
- Building a responsive version for mobile devices
- Approving specific policies for institutional social channels (video policies, social network policies, graphic policies, etc.)
- Developing a distribution strategy for Sapienza Apps

Web site: Home page (1)

Goals:

- To increase communicative power and emotional impact
- To reduce cognitive complexity
- To comply with the generalist connotation of our university (in the meaning of presence of a variety of disciplines, taught and researched)

Web site: Home page (2)

Choices:

- Prevalence of images and graphics, reduction of the text component
- Whole Screen Horizontally Extended lay out
- Vertically Fixed lay out (to avoid the so called “below the line”)
- Explicit navigation map

Web site: the Navigation Menu

- **Goal:** to take into account the different audiences that interact with the web site
- **Proposal:** to build navigation paths both for target users and for functions

Central Site and Peripheral sites

To build a ready format for the new sites of faculties and departments that must contain:

- A CMS system with a pre - designed layout (but with customizable elements)
- Course catalogue
- Correlation between courses and professors
- Information about exams

Earlier Versions of www.uniroma1.it



The New Website www.uniroma1.it





DIPARTIMENTO DI SCIENZE SOCIALI ED ECONOMICHE

Cerca

vai

DIPARTIMENTO

STRUTTURE

DIDATTICA

RICERCA

NOTIZIE

CHI SIAMO

DOVE SIAMO

GOVERNO

UFFICI

PERSONE

BANDI

CONDIVIDI | SALVA



Tag cloud

attività bandi
amministrazione bandi
didattica bandi ricerca
biblioteca chiusura
biblioteca Contatti corsi
laurea Ricerca
ricevimento risultati
esame sostegno

HOME



BENVENUTI NEL SITO DEL DIPARTIMENTO DI SCIENZE SOCIALI ED ECONOMICHE

Il Dipartimento di Scienze Sociali ed Economiche della Sapienza Università di Roma è il risultato della fusione (avvenuta il 1 gennaio 2012) tra il precedente Dipartimento di Scienze Sociali e il Dipartimento di Analisi Economiche e Sociali.

Il DiSS riunisce le competenze di un qualificato staff di docenti che, in un contesto interdisciplinare basato sull'apporto di sociologi, economisti, storici, psicologi, giuristi, antropologi, statistici, adotta prospettive di ricerca che, pur aperte allo scambio con la teoria, sono principalmente orientate all'applicazione empirica.

Il Dipartimento opera in due ambiti. Il primo riguarda la Ricerca, valorizzando il profilo multidisciplinare che caratterizza il corpo docente. Il secondo ambito riguarda la Didattica, la cui offerta è progettata coniugando una solida preparazione generalista con le competenze operative conferite dalle discipline presenti nei Corsi di laurea triennali e magistrali.

**A.A. 2013/2014: CORSI DI LAUREA TRIENNALI E MAGISTRALI -
immatricolazioni e corsi di recupero per debiti formativi**

IN EVIDENZA

- ▶ Awisi
- ▶ Docenti del DiSS
- ▶ Offerta formativa
- ▶ Sapienza Wireless

SERVIZI

- ▶ Manifesto degli Studi 2013-2014
- ▶ Sociologia e Servizio Sociale: insegnamenti
- ▶ Insegnamenti offerti presso la sede di Città Universitaria
- ▶ Posta Uniroma1 - Casella Google Apps
- ▶ Posta Uniroma1 - Casella Lotus
- ▶ Infostud
- ▶ U-Gov





Cerca

vai

FACOLTÀ

STRUTTURE

DIDATTICA

RICERCA

NOTIZIE

INTERNAZIONALE

CHI SIAMO

DOVE SIAMO

GOVERNO

UFFICI

PERSONE

BANDI

TRASPARENZA

CONDIVIDI | SALVA



PRIMO PIANO



COURSE "LEAKY WAVES AND PERIODIC STRUCTURES FOR ANTENNA APPLICATIONS"

Seminario

Nei giorni 14-17 aprile p.v., dalle ore 9 alle ore 16, presso la Sala degli Affreschi della Facoltà di Ingegneria Civile e Industriale avrà luogo la quarta edizione del Corso dal titolo "Leaky waves and periodic structures for antenna applications", nell'ambito della "European School of Antennas (ESoA)", indirizzato a dottorandi e progettisti elettromagnetici. Si tratta di una serie di seminari sull'argomento, curati da studiosi italiani e stranieri. Questa edizione è dedicata alla memoria del Prof. Arthur A. Oliner, insigne scienziato statunitense scomparso nel settembre 2013 e al quale "La Sapienza" aveva conferito la Laurea "honoris causa" in Ingegneria elettronica nel settembre 2003. Coordinatore: Fabrizio Frezza, Dipartimento di Ingegneria dell'Informazione, Elettronica e Telecomunicazioni (DIET)

[Programma](#)

CHIUSURA DELLA FACOLTÀ

AVVISO

La Facoltà rimarrà chiusa sabato 19 aprile 2014 dalle ore 13.30 alle ore 19.30. Passate le 13.00 per

IN EVIDENZA

- ▶ Offerta formativa
- ▶ FIGI
- ▶ Donne in Ingegneria
- ▶ Study with us
- ▶ Osservatorio studentesco
- ▶ Modulistica

APPROFONDIMENTI

- ▶ Orario delle lezioni
- ▶ Brochure corsi 13/14
- ▶ Corsi di Formazione
- ▶ Erasmus Ingegneria
- ▶ Siamo su YouTube





Professor Claudio Cecchi

HOME

CURRICULUM

PUBLICATIONS

RESEARCH

TEACHING

Department

EuroSapienza

Web page in Italian

NEWS



Position: Professor of Political Economy of Sustainable Tourism; Director of EuroSapienza

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Telephone: +39 06 4976 6984

Location: Room 2.12, Main Building. [Facoltà di Economia](#)

Claudio Cecchi currently holds the established chair of «Political Economy of Sustainable Tourism» at the [Faculty of Economics, SAPIENZA University of Rome](#). He is Director of the Research Centre on European, International and Development Studies ([EuroSapienza](#)). He is also faculty member of the [Department of Economics and Law](#).

«I like to have a thing suggested rather than told in full.
When every detail is given, the mind rests satisfied,
and the imagination loses the desire to use its own wings.»

[Ponkapog Papers](#) (1903)

by Thomas Bailey Aldrich

Boston and New York: Houghton, Mifflin & Co. (p.188)



Since March 13, 2014

Social Networks Using Experiences

1. Informative purpose

News, highlights, procedures and deadlines, emergency communication management, communication and information campaigns, viral communication, etc...

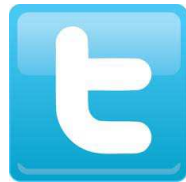
2. Emotional purpose

Community building, sense of belonging, etc...

Both options can be one to many, one to one, many to many.

Our Initial Choice

Based on the available resources we opted for the mainly informative purpose both one to many and one to one.

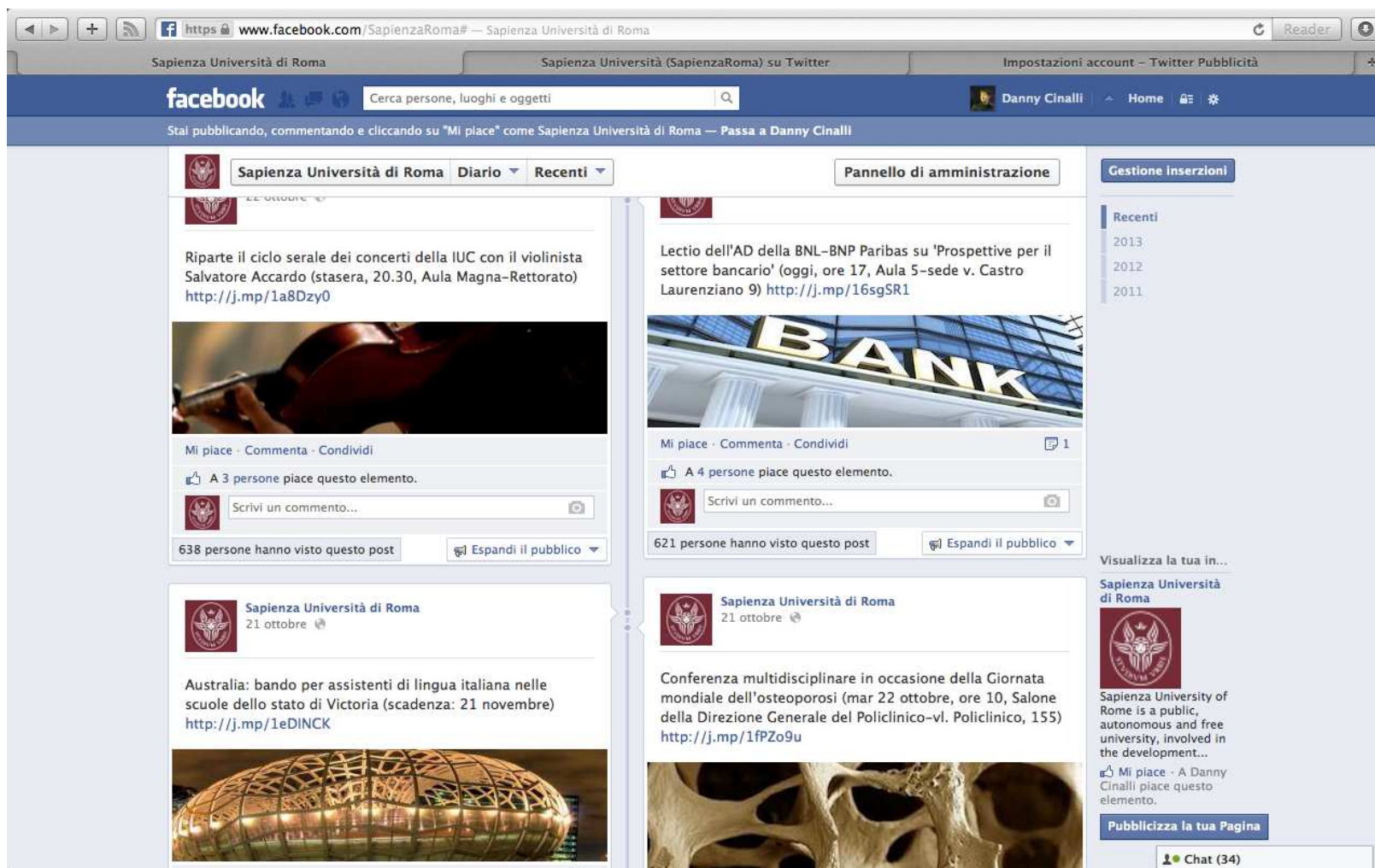


Generic “containers” of all the news from Sapienza (events, information, deadlines, initiatives, etc)



Showcase of Sapienza promotional videos (orientation, services, special events, masters, etc)

Family Album Sapienza Facebook



Family Album Sapienza Twitter



Family Album Sapienza YouTube

The screenshot shows the YouTube channel page for SapienzaRoma. The browser address bar displays 'www.youtube.com/user/SapienzaRoma'. The channel banner features a large image of the Sapienza University of Rome building with the inscription 'STUDIVM VRBIS'. Below the banner, the channel name 'SapienzaRoma' is visible, along with statistics: 513 iscritti and 97.047 visualizzazioni. The main video player shows a video titled 'Porte aperte alla Sapienza' with 5.729 visualizzazioni. Below this, there are two smaller video thumbnails: 'Architettura' and 'Economia'. The left sidebar contains navigation links such as 'SapienzaRoma', 'Che cosa guardare', 'Le mie iscrizioni', 'Social network', 'Playlist', 'Storia', and 'Guarda più tardi'. The right sidebar lists 'Altri canali Sapienza' and 'Canali popolari su YouTube'.

YouTube IT

www.youtube.com/user/SapienzaRoma — SapienzaRoma - YouTube

SapienzaRoma - YouTube

LinkedIn-Logo-022.png 600x601 pixel

SapienzaRoma

513 iscritti 97.047 visualizzazioni Gestione video Visualizza come pubblico

SapienzaRoma

Video Informazioni

Porte aperte alla Sapienza
5.729 visualizzazioni 2 anni fa
Porte aperte alla Sapienza presentazione Università di Roma 2011

Presentazione delle facoltà
Video di presentazione delle facoltà

Architettura
di SapienzaRoma • 2 anni fa • 4.871 visualizzazioni
Video di presentazione della facoltà di Architettura

Economia
di SapienzaRoma • 2 anni fa • 1.190 visualizzazioni
Video di presentazione della Facoltà di Economia

Altri canali Sapienza

MuSa
Iscriviti

Istituzione Universita...
Iscriviti

Canali popolari su YouTube

Roma Antica
Iscriviti

cultnetwork1
Iscriviti

StoriaCultura
Iscriviti

ScuolaInterattiva
Iscriviti

Giovanni Caselli
Iscriviti

D'Amico Editore
Iscriviti

Family Album Ciao Facebook



Web 2.0: Facts and Figures

- Sapienza Facebook = 23.522 Likes
- Ciao Facebook = 23.417 Likes
- Sapienza Twitter = 8321 followers
- Sapienza YouTube = 112.581 visualizations

Strengths

- *Pushing* University communication
- Valorizing customized answering services (100% of answers provided)
- Enhancing other communication channels (Such as the website, the radio, etc...)
- Highlighting appointments and deadlines in real time
- Efficiently managing emergency communication

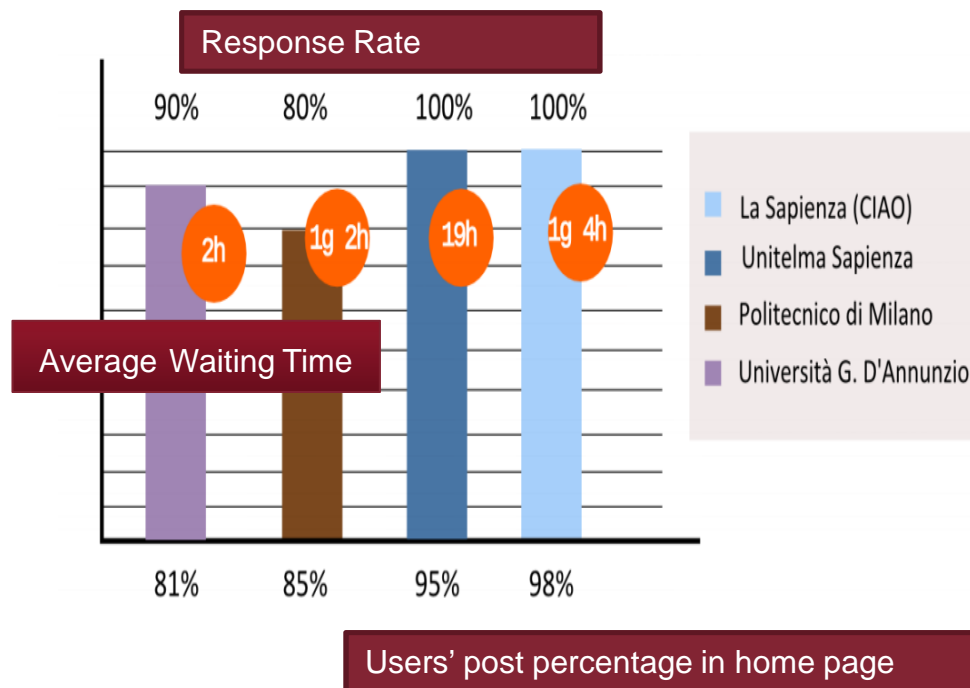
Customized Answering Services

#socialUniversity Survey (Politecnico di Torino)

CIAO is our
Student Welcome
Centre

100% response
rate

1 day, 4 hours
Average waiting
time



Development Prospects (1)

- Increasing the presence in the social channels (Flickr, GooglePlus, LinkedIn, Instagram, etc...)
- Experimenting emotional communication (for example through the storytelling)

Development Prospects (2)



Sapienza Photographic “social” archive
(Pictures of events, historical places, contests)



Further channel for generic communication
(still to test)



“Social” repository of all curricula
from Sapienza students and alumni



Collection of artistic pictures from students

Some Examples from our Benchmarking

Social networks with informative/interaction purpose

- <https://www.facebook.com/SapienzaRoma>
- <https://www.facebook.com/CiaoSapienza>

Social networks with emotional purpose

- <https://www.facebook.com/Harvard>

Storytelling – a brand new way to engage the community

- <http://stories.harvard.edu/>
- <http://alumni.harvard.edu/stories>
- <http://news.harvard.edu/gazette/>

How the World Has Changed:

Rome - St. Peter's Square in 2005 and 2013



Pope Election *Benedetto XVI*



Pope Election *Francesco I*

Digital Integration in One Shot



Browsing Habits

Over the last few years
the way people access the web has evolved

A user may access
the web through any
number of devices
in a single day
so the website
needs to work well
on several different
screen sizes.



Browsing Habits

Do we really need a mobile Web?

Is the mobile device so different that we should make a separate website?

Or is there a unique Web that we access using a variety of different devices?

Do people need different content because they're using different devices?

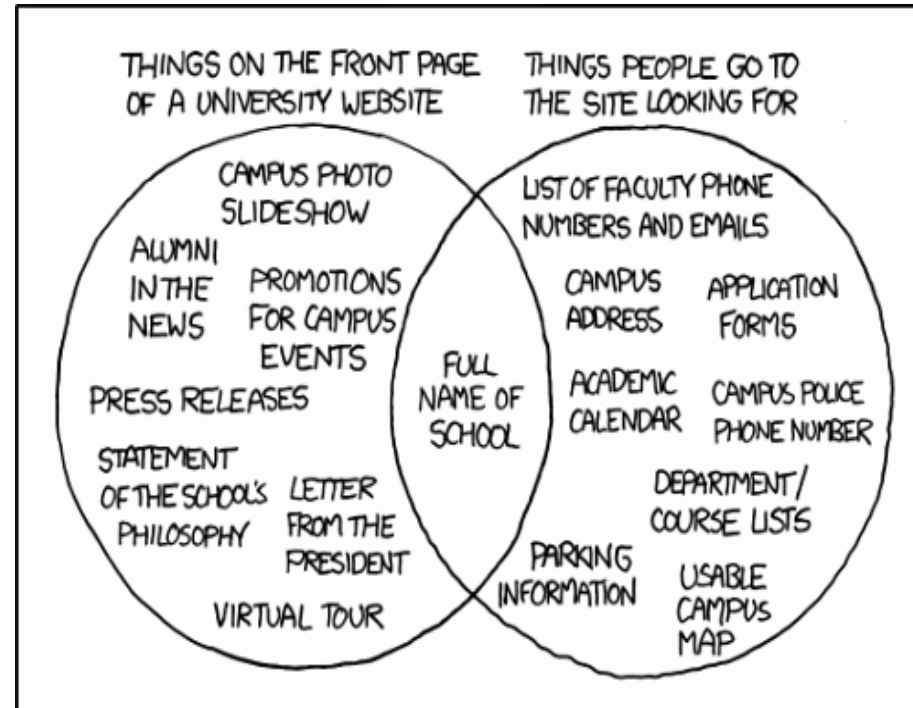


Browsing Habits

Users visit our website because of the content but ...

... we never know exactly what users are looking for

We must offer a single website usable through different devices



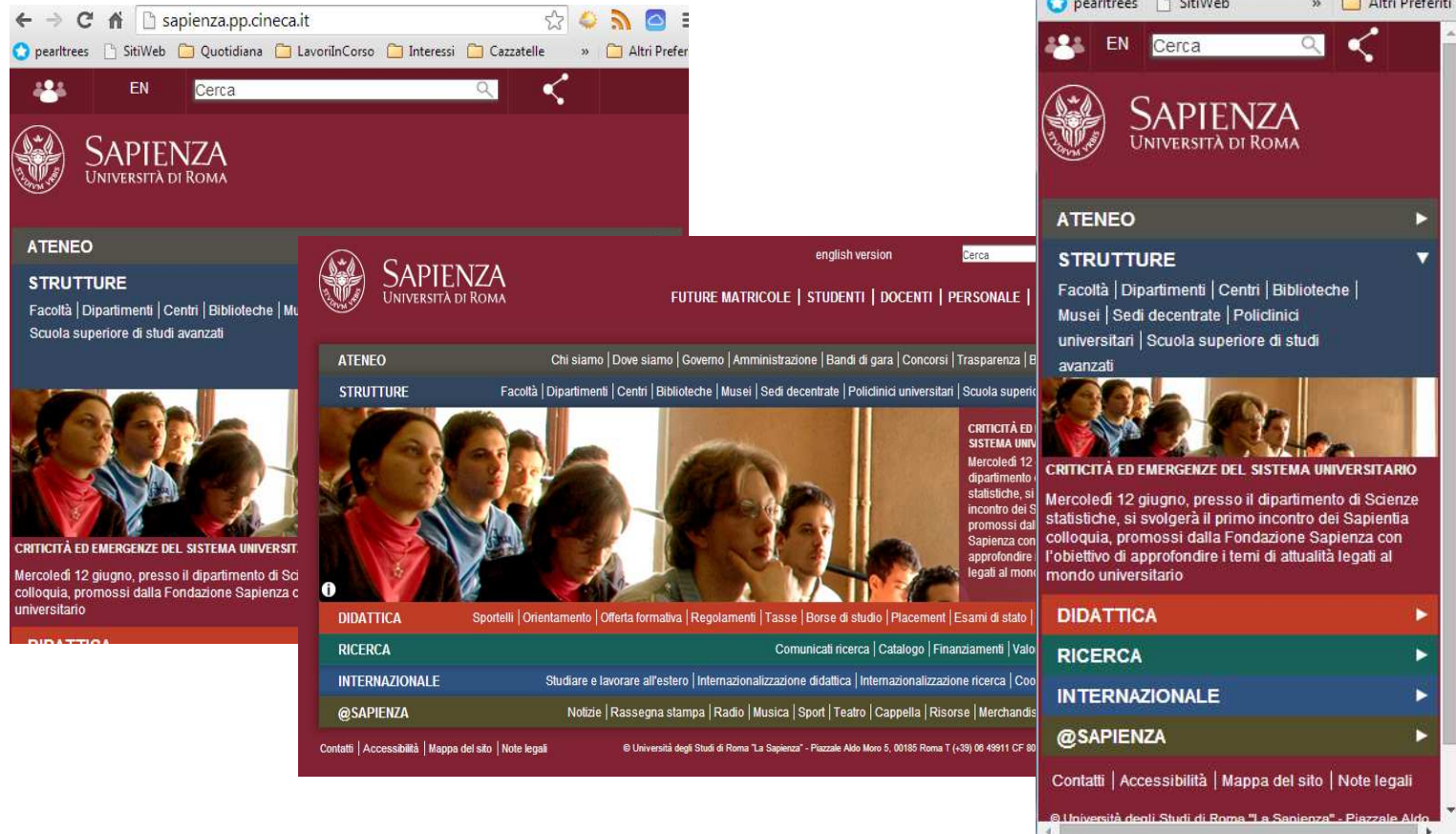
Responsive Web Design (RWD)

is the practice of building a website suitable to work on every device and every screen size, no matter how large or small, mobile or desktop.

- Easy reading and navigation
with a minimum of resizing, panning, and scrolling
- No spending extra time and money in creating and maintaining one “mobile-site version” and another “desktop-site version” of the website
- No effort to maintain different versions of a website.

Responsive Web Design (RWD)

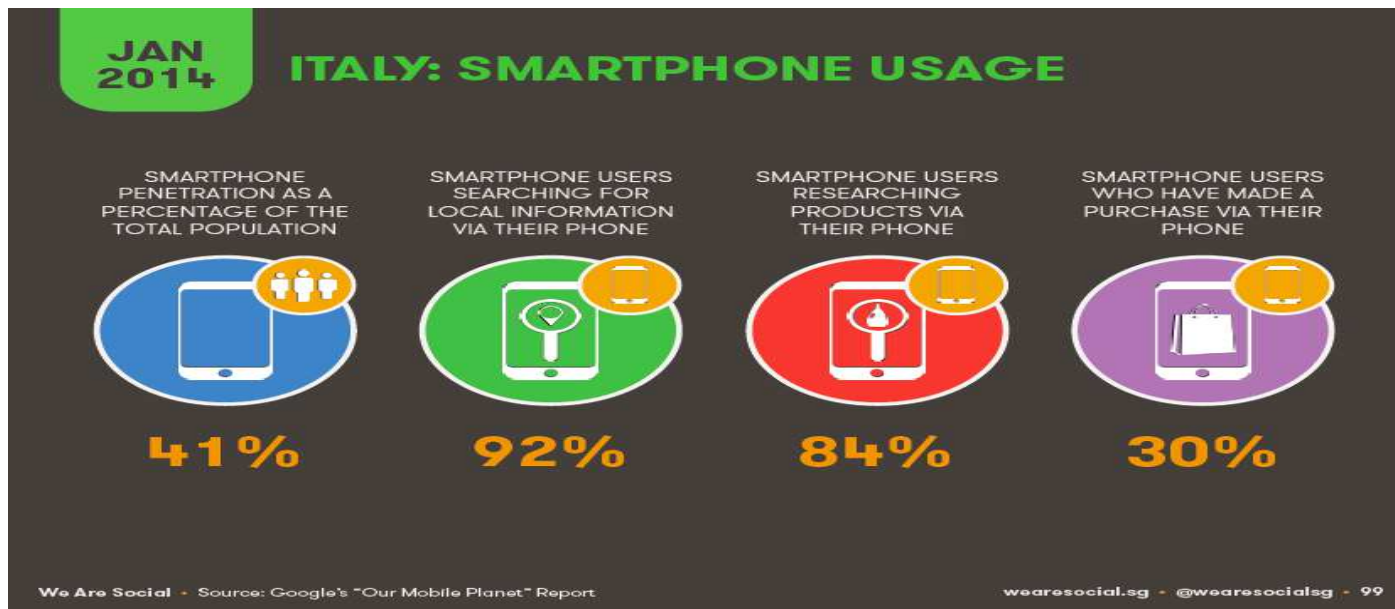
Optimal viewing experience



Mobile Phone Users

The popularity of mobile apps is continuously growing

May 2012: In Italy, for the first time ever, daily time spent in mobile apps surpasses desktop and mobile web consumption



APP - Mobile Application

App is the abbreviation for *application*



Traditionally it designates a piece of software, nowadays also mobile web apps

It was originally designed for general productivity and information retrieval, (email, calendar, contacts and weather information).

Gradually it also developed for other purposes such as mobile games, factory automation, GPS and location-based services, banking, order-tracking, ticket purchases, mobile medical apps and so on.

Sapienza Apps

Service Apps: **infostud** (1)

Infostud is a **native app** (is coded in a specific programming language) that works on iOS, Android and Windows.

The development of native apps is the longest and most difficult process.

It requires advanced programming skills, and is very limited in the sense that if the app has to work for example on both iOS and Android, it has to be developed twice (once in each language such as *Objective-C* for iOS, *Java* for Android).

Sapienza Apps

Service Apps: **infostud** (2)



Sapienza Apps

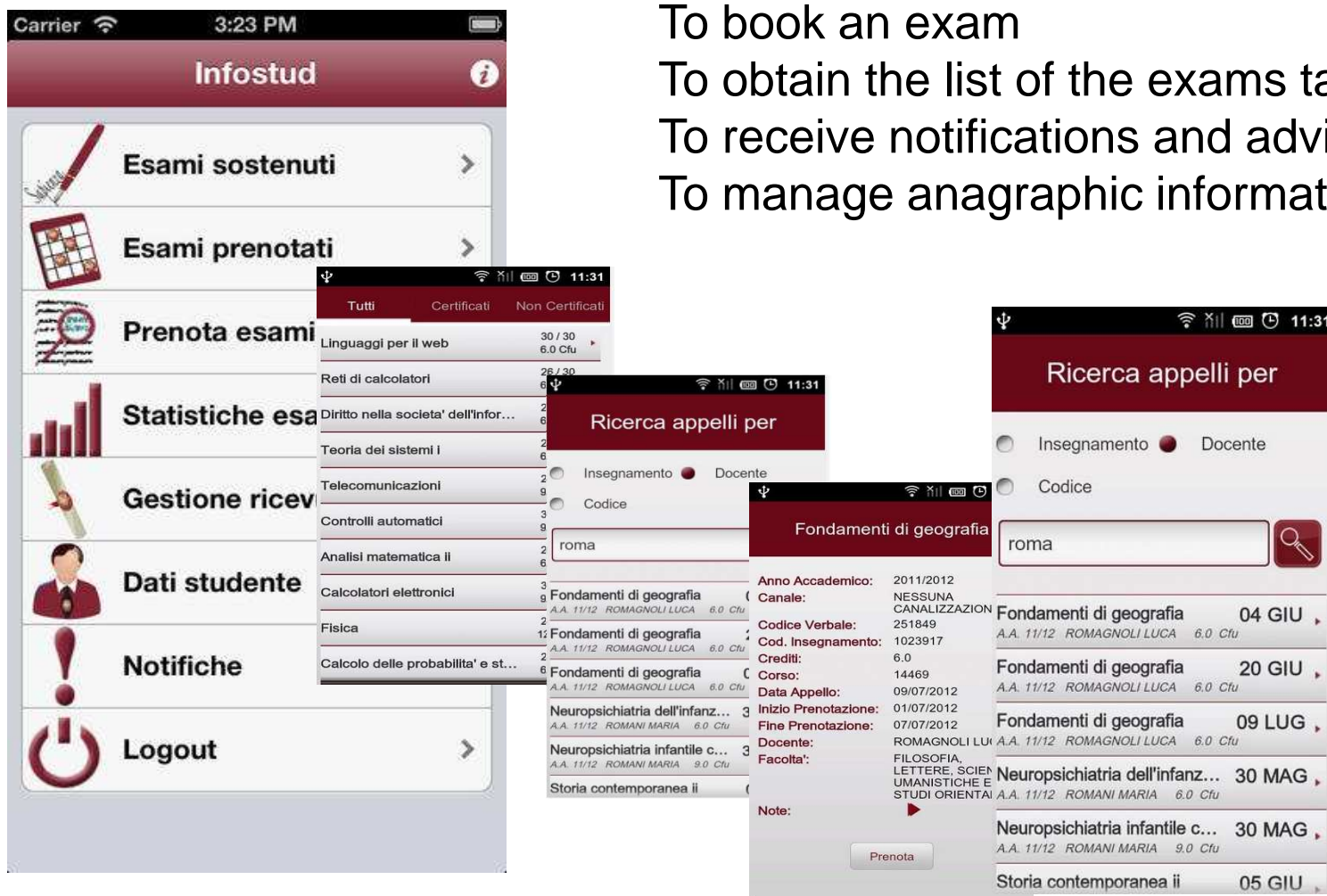
Service Apps: infostud (3)

To book an exam

To obtain the list of the exams taken

To receive notifications and advice

To manage anagraphic information



Sapienza Apps

Web apps

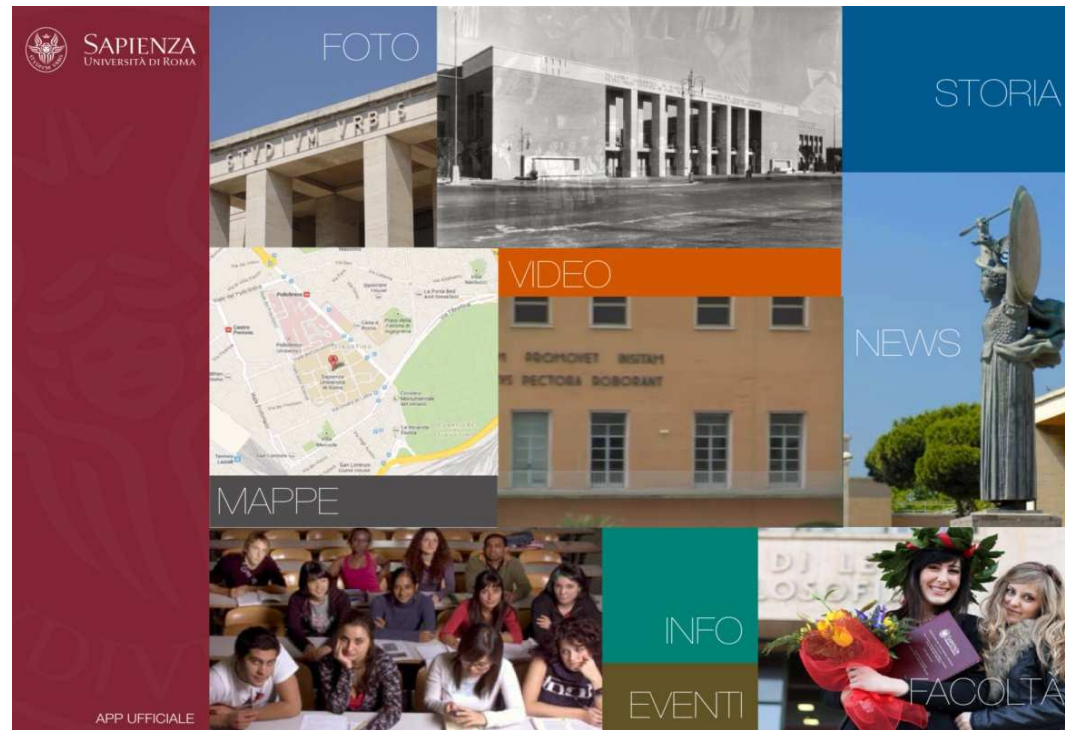
Web apps are written in the same languages as websites (HTML, CSS, JavaScript, etc.) and are therefore interoperable across devices.

- easier and cheaper
- more dynamic and interactive than traditional websites
- optimised for mobile devices and touch screens

Sapienza Apps

Communication Apps:
Virtual tour around history and nowadays (1)

This self-guided tour features descriptions, audio, video and images, including pictures from the University archives and inside views of Sapienza buildings.



Sapienza Apps

Communication Apps:

Virtual tour around history and nowadays (2)



Sapienza Newsstand

A catalogue of opportunities

Is a collection of subscription apps, newspapers, magazines, journals.

When you insert an app in the newsstand, the app no longer appears as a standalone on the device.

Instead, it appears in the newsstand shelf along with other subscription apps and other material.



Technical Focus: Technologies Applied

Drupal



Is a CMS (Content Management System)

Is an open source software
maintained and developed by a huge community
of users and developers

Is distributed under the terms of the GNU General Public
License (or "GPL"); anyone is free to

- download it,
- share it with others,
- contribute back to the project

Open Development Model

Open-source software + **Community**



Open-source software = no licensing fees

Drupal **Community**

is teeming with engineers and developers who are updating the core of Drupal, its over 14,000 modules and integrating with new technologies even before the world cares

And for free, because it's what they love.

Flexibility

Drupal can keep up



There are thousands of (free) modules ready to download and use.

By installing modules you get functionality that not even leading content management systems are capable of offering.

Flexibility

A sample of functionality offered by existing Drupal modules

- ✓ Complete **e-commerce solution** with payment support
- ✓ **Discussion forums, blogs, comments, tags and voting**
- ✓ Powerful ways to **format, display and list content and information**
- ✓ **Calendar** and **collaborative tools** - meeting synchronization
- ✓ Automatic scaling, cropping and **transformation of images**
- ✓ Support for **video content and streaming**
- ✓ Integration with **map services** such as OpenLayers, Google Maps, Bing Maps and **geographic information systems (GIS)**
- ✓ Integration with directory services and central authentication such as **LDAP and Active Directory**
- ✓ **Integration with social media** such as Twitter, Facebook and LinkedIn
- ✓ Automated management of mailing lists on your site or using third-party services such as MailChimp



Security



Security team identifies reported issues, patches these issues, and notifies the community when there's something to watch out for.

Multiple Users with Custom Permissions



With Drupal, we can create various user roles and access levels.

Taxonomy, a powerful category system

Allows to organize, connect, classify and tag your website's content.

It's a Great Neighborhood

You'll never walk alone

Drupal is well proven and is being used by numerous companies and organizations, such as Sony BMG, Sony Ericsson, United Nations, Disney, Nokia, Sun and the US government (White House).

On Drupal.org there are over 300,000 active users who constantly provide new ideas, testing and code

You're never alone and there's always someone to ask for support should you need it



Thank you for your kind attention!

We welcome your questions, suggestions, comments!

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