



PRACE Summer of HPC outreach

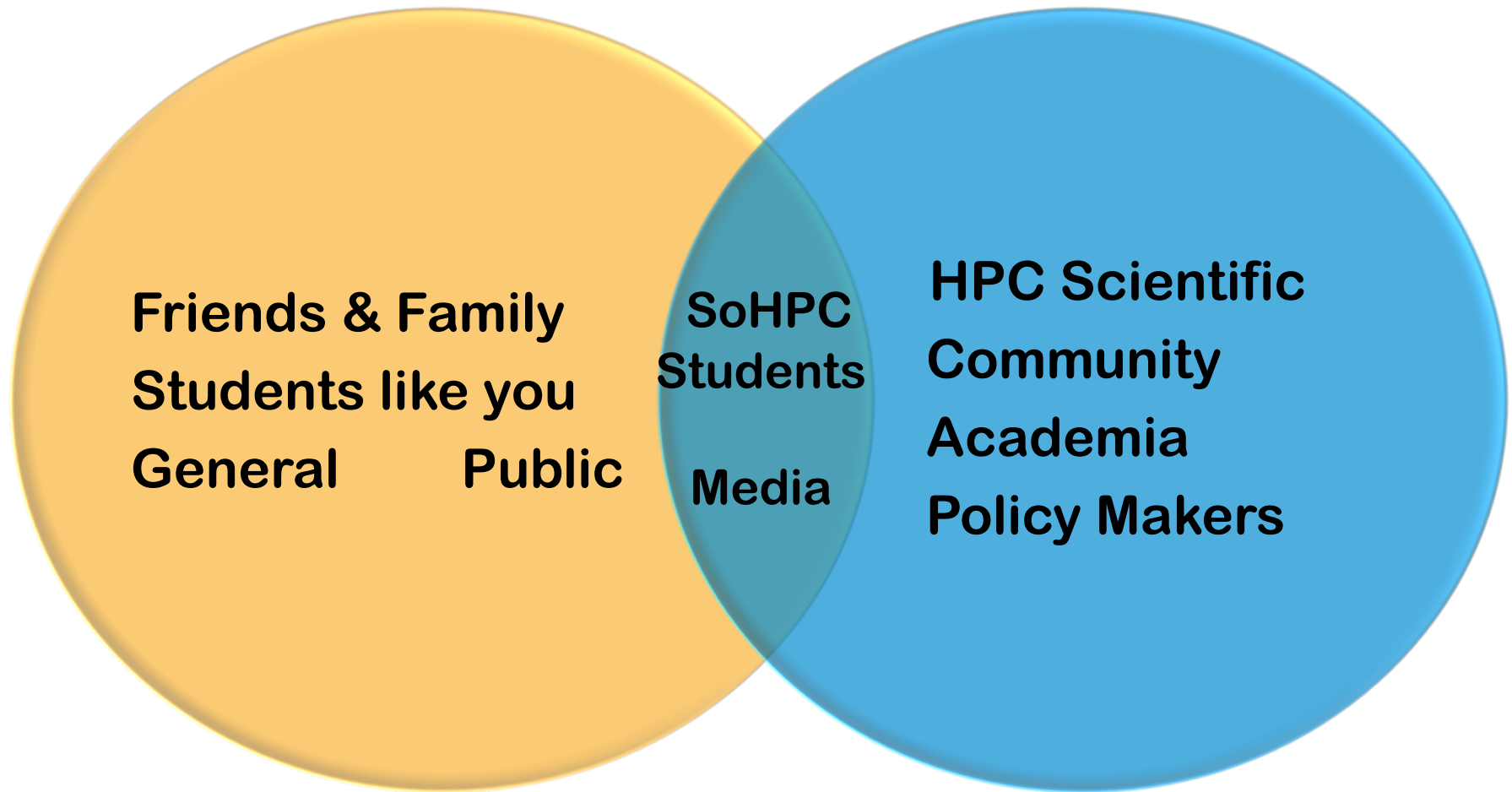
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University of Ljubljana

PRACE Summer of HPC 2017 Training Week
3 July 2017, Ostrava



Who do we want to outreach?





How can we reach them?



Summerofhpc.prace-ri.eu



Mission

- ▶ Inform
- ▶ Engage
- ▶ Inspire



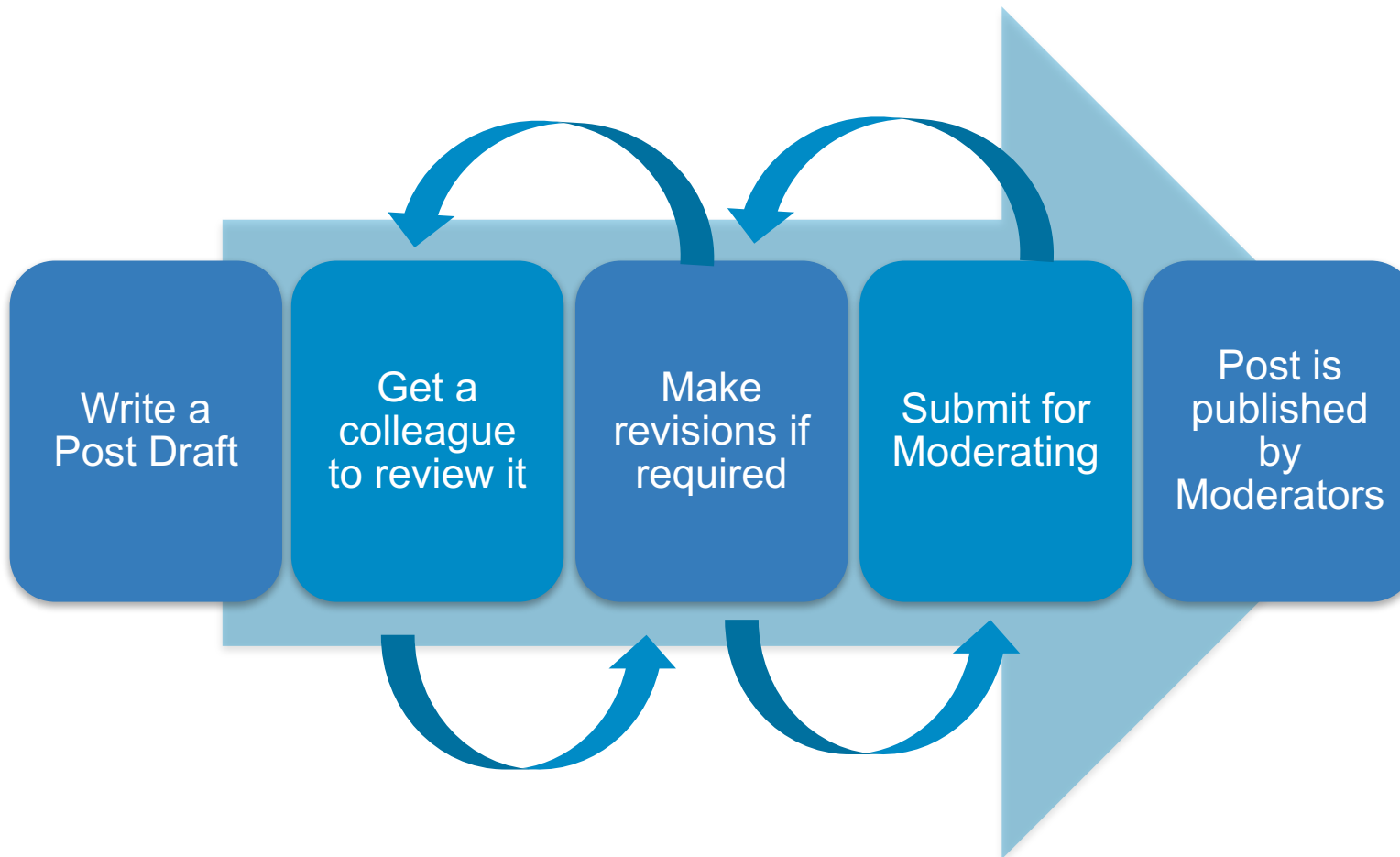


Summer of HPC Blog

- ▶ What is a Blog?
 - ▶ A web site on which an individual or group of users record opinions, information, etc. on a regular basis
- ▶ Who will create the content for the SoHPC Blog?
 - ▶ SoHPC students!
 - ▶ You have already create student profiles
 - ▶ You will also created updates
- ▶ What kind of posts & how many?!
 - ▶ Anticipated that each student will create around 3 posts
 - ▶ *Introduction, update, final results*
 - ▶ You are encouraged to update as frequently as you want
 - ▶ You can join together and write posts together, or post individually



Publishing Process



Tone & Message



Positive, Friendly



Imaginative
Dynamic
Unique
Fresh

Free from jargon
Accessible
Informal
Clear





What could you write about?

- ▶ Describe your experiences on placement
 - ▶ Your host site & country
 - ▶ Your project and your work
 - ▶ What you have learned
- ▶ Write about your thoughts on or experiences with Science, HPC & PRACE
- ▶ Write something that you think will inform, engage or inspire others to learn more about HPC or PRACE



How to differentiate yourself



Include links where possible



Include multimedia (pictures, photos, videos etc.)



Respond to comments on the blog



Promote your posts on social media



Expectations & Standards (Blog - Style)

- ▶ All posts should be in **English**
- ▶ Posts should be between **300-700 words** long
- ▶ Use **paragraphs** and **subtitles/headings**
- ▶ Chose an **interesting title** that piques the interests of the audience
- ▶ **Avoid emoticons**
- ▶ Write with **full words and sentences**, avoid mobile phone speak
- ▶ Use **bold** to highlight, never use all capitals
- ▶ Use a **spellchecker!**
- ▶ All images should have a **caption**



Expectations & Standards (Blog - Content)

- ▶ Try to Reference PRACE and SoHPC **positively**
- ▶ **Avoid** any content containing:
 - ▶ racist, hateful, sexist, homophobic, slanderous, insulting, or life-threatening messages
 - ▶ serious, unproven or inaccurate accusations against individuals or organizations
 - ▶ aggressive, coarse, violent, obscene, or pornographic comments
- ▶ Take care that your links are from **reputable sources** and that linked sites do not contravene the above content guidelines





Copyright, Referencing & Consent



- ▶ Be aware of **copyright**

- ▶ Use multimedia that is your own or
- ▶ Obtain consent to use other people's multimedia
- ▶ Cite the original source
- ▶ Creative Commons material is often freely available



- ▶ Do not **quote** or reference PRACE partners or people without prior **consent**

- ▶ Obtain **consent** from those featured in your own **multimedia**

- ▶ **Reference** academic work appropriately





Social Media



[@summerofhpc](#)
[#SoHPC](#) [#PRACE](#) [#HPC](#)



www.facebook.com/summerofhpc



[Students LinkedIn Group](#)
[General LinkedIn Group](#)



Expectations & Standards for mentioning SoHPC in your own Social Media

- ▶ Please try to always reference PRACE and the PRACE SoHPC in a positive manner
- ▶ Please do not reference PRACE or the PRACE Summer of HPC in conjunction with any opinions, content or links that contravene the guidelines outlined in this document
- ▶ If you publish content online relevant to PRACE in your personal capacity it is best to use a **disclaimer** such as this: "The postings on this site are my own and don't necessarily represent PRACE's positions, strategies or opinions."





Performance

- ▶ The SoHPC uses Google Analytics to measure the impact of its social media presence



- ▶ **Google Analytics** monitors the number of visitors to the blog, their location, source of referral and engagement on the page



Goals & Awards

Group Goals

- ▶ Increase engagement on social media
- ▶ **Increase the number of page views** and engagement on the SoHPC blog

Individual Goals

- ▶ The **HPC Ambassador award** will take into account
 - ▶ Contributions to the SoHPC Blog
 - ▶ Contributions to Social Media
- ▶ We will give a weekly update, letting you know the top performing blog entry





What will the Moderator Team do?

- ▶ The Moderator Team will read every post
- ▶ They will either
 - ▶ Approve the post for publication & publish it
 - ▶ Or make recommendations editorial comments
 - ▶ You can respond to these comments, make changes and resubmit for review again
 - ▶ Recall the process
- ▶ Moderators are automatically notified of changes in post status
- ▶ Posters will be notified by email of changes to the post status for their own posts



Editorial Comments & Metadata

- ▶ Underneath each draft post is an area called Editorial Comments
- ▶ You can make comments for the Moderators to see here e.g. Please pay special attention to paragraph one
- ▶ Moderators will add comments here if they want you to make changes and change the status to editing required
- ▶ You will receive an email with notification of these comments
- ▶ Once you have made your edits you can resubmit for review
- ▶ There is also Editorial Metadata
 - ▶ Needs Photo/Media
 - ▶ Needs Technical Review
 - ▶ Needs Referral
 - ▶ Needs Language review
- ▶ Moderators will use this to refer the post to the moderator with the appropriate skills



<http://summerofhpc.prace-ri.eu>

THANK YOU FOR YOUR ATTENTION

www.prace-ri.eu