

2023 Communication Presentation

01

BY ICAC COMMUNICATION OFFICE





Key Presentation Points

- ICAC Communication Office
- Key Communication tools
- The website, a tool for work
- The website, a collaborative tool
- Intranet
- Agenda
- Archeonea
- Social Networks
- Dissemination activities

02





ICAC Communication Office



Communication team

- Maura Lerga (comunicacio@icac.cat): Head of the department
- Maria Ferrer (mferrer@icac.cat): GIAP related communication
- Ada Richaud (irichaud@icac.cat): Support for transfer projects & social networks

News and press office

- We try to post two news a week for the ICAC website ("main" and "latest news"), in CAT-ES-EN. All news keep posted on the website, check them out!
- We create our own press releases and joint ones with partner institutions.
- Stay in touch with your supervisors for news-related content proposals.

Brand-related and digital content

- Ask for guidelines & templates for brand-related communication stuff (docs, posters, presentations, signatures, external & funding-related communication...).
- We can help you with website and digital content related to your researcher profile, ongoing and past projects, or dissemination.



Key Communication Tools

✓ ICAC website

- A working tool with a collaborative approach.
- We use WordPress and an external service.

✓ The Intranet

- Find information and documents that will help you in day-to-day management.
- Regularly submit your scientific output and dissemination activities.

✓ ICAC Agenda

- We post dissemination and outreach activities, both institutional and from researchers.
- Ask for guidelines and needed information

✓ e-Newsletter

- *Archeonea*. Monthly by email and listed on the web.
- A new format is in the oven! Coming soon ;)

✓ Social Networks

- ICAC Twitter and Instagram account (@ICAC_cat). Follow us!
- GIAP and ArPA Twitter accounts.
- Youtube channel (arising)
- Facebook pages for certain projects

✓ Dissemination Activities

- Yearly engagement in dissemination activities with partner institutions.
- 'On-process' strategy for knowledge transfers projects and actions.



The ICAC website: an essential tool for work

05

A gateway to the world

Web contents allow us to show our work and our results to the world.

Get in touch with your teams (and supervisor) on topics that may be amenable to communication.

A sharing platform

ICAC website runs as a repository with data and useful information for our work teams and technical staff.

Keep an eye on the 'Who we are' section for institutional information.

Transparency

The general contents of the website allow us to comply with the formal requirements of a public research institution.

Keep your personal information and research outputs up to date!



06

Take responsibility for your content

Content related to projects, teams, and, in general, the scientific output is under researchers leading.

Keep your content updated and refresh information the most the better.

We can help you with proofreading, translations, or WordPress editing.

The ICAC website: a collaborative approach





Your profile and projects landpages

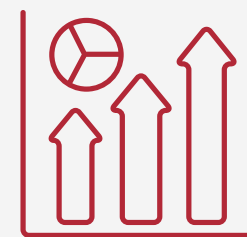
CV, brief presentation/introduction: must be in CAT, ES, and EN. Our help on that!

Projects presentation. Keep dates and info updated. Include pictures!



Content likely to be posted

Activities, papers & publications, visiting, *work-in-progress*, call for papers, archaeological works, on the lab, conferences, samples analyses...



Scientific output record

ICAC annual report, external indicators, open access repositories ... Keep it updated!

*Website
Content to edit
and report*



Intranet Topics

08



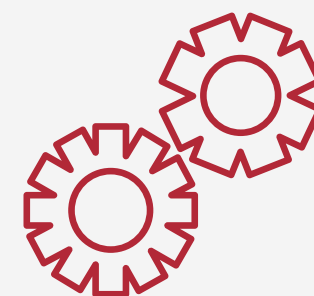
Internal Documentation

WordPress User Profile, open access repositories (CORA), research outreach, ongoing research projects, project management (budget and expenditures), other.



Key Internal procedures information

HRS4R Strategy, Gender Equality Plan and related information, Ethic Committee, conflict resolution, working hours (Dorlet)



Compendium Tools

Working-related information, legal-administrative information, IT resources, others.



The Agenda:

working with foresight

09

Let us know

- You can post your activities and scientific results on the Intranet: we check new information every Monday.
- Or, send an email to comunicacio@icac.cat with key info (dates, 2 images, pdf or poster & related link, if so).

Supporting data

- We will ask for supporting data when your activity is related to partner institutions (logos...) or funding institutions.
- Take into consideration license requirements when providing images for dissemination.

Boosting actions

- Activities posts can be boosted in social networks and the e-newsletter, depending on the case.
- Working with foresight allows us to determine a proper communication strategy!



Archeonea: the e-newsletter....

10

Monthly

Not an exact match, the e-newsletter is sent by email every month (except August).

Subscribers list

As an ICAC member, you are automatically listed for the e-newsletter and other ICAC-relevant notifications.

Languages

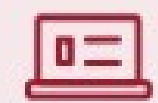
At the moment, the newsletter is issued (in duplicate) in Catalan and Spanish, including some content also in English.

... under transformation.



KI 2002 on news


 **56** aparicions
en premsa escrita

 **147** aparicions
en premsa digital

 **6** aparicions
a televisió

 **19** aparicions
a ràdio

Web i butlletí

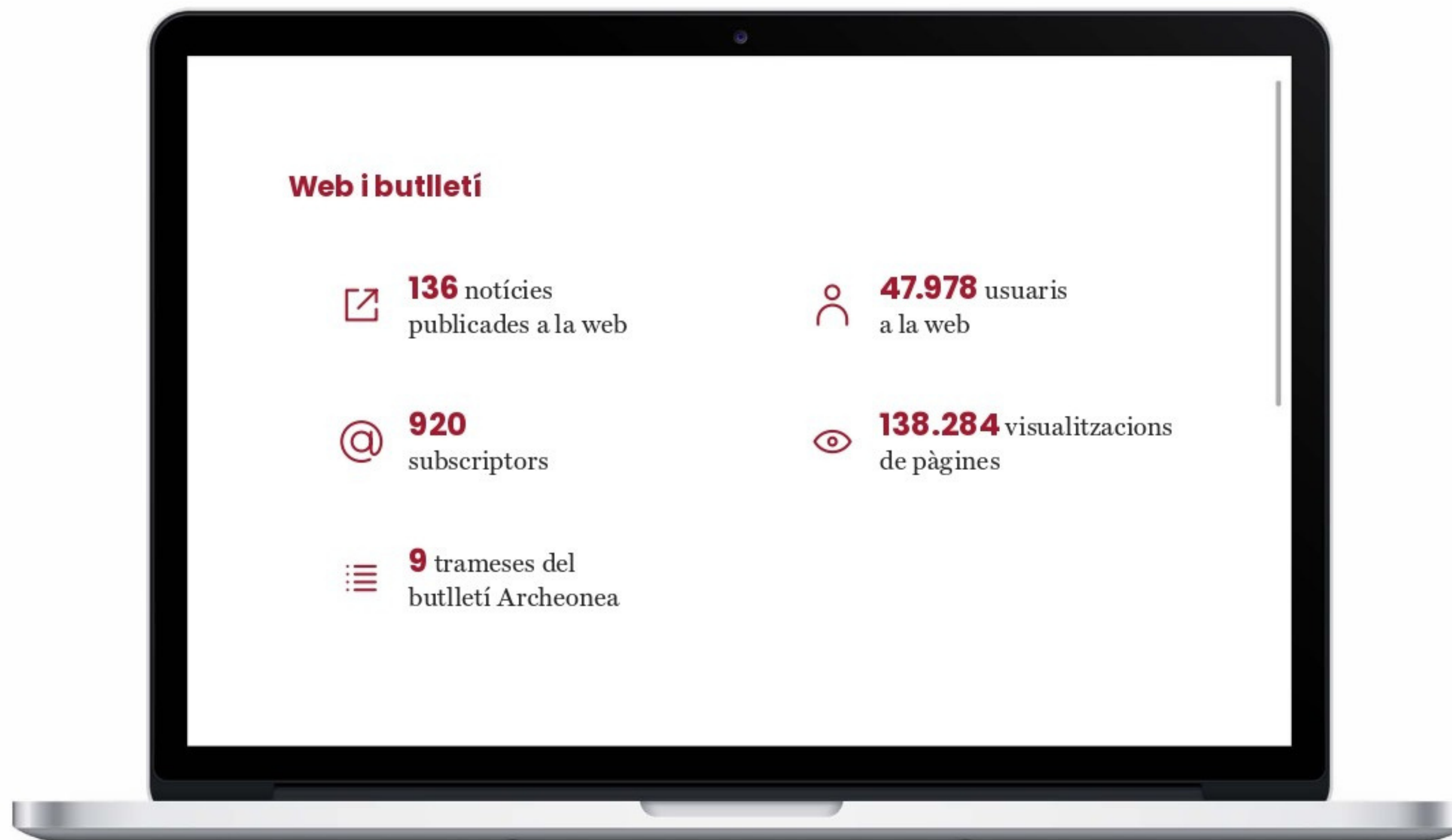
 **136** notícies
publicades a la web

 **47.978** usuaris
a la web

 **920**
subscriptors












 **138.284** visualitzacions
de pàgines

 **9** trameses del
butlletí Archeonea





KI 2002 on social networks

 twitter			ARPA
 seguidors	1.900	1.000	260
 seguidors nous (2022)	549	275	108
 <i>engagement</i> (mitjana mensual)	3,8	4,2	3,0
 impressions a piulades	467.300	128.784	89.492
 impressions de mitjana al dia	1.275	356	245
 <i>likes</i>	6.542	1.838	1.766
 RT i comentaris	2.353	624	511
 <i>clicks</i> a enllaços	2.471	810	83



*Other
platforms, to
be fostered
soon*

01

YouTube channel

Check out where we are so far: [here](#).

02

LinkedIn

Non-active.

03

Sketchfab

[Heritage in 3D](#). (web portal for 3D model)



Dissemination & Outreach activities

Toquem Pedra!

A monthly radio program (the third Monday of each month, this season) with Tarragona Ràdio.

- Live and podcast.

Regular activities

Yearly engagement in dissemination activities with partner institutions, as: European Researchers Night, Setmana de la Ciència, Festa de la Ciència or Tarraco Viva Festival.

- Ask Ana Gallego (agallego@icac.cat) for further information or to get involved.
- Ask Maria Ferrer (mferrer@icac.cat) in case you are a GIAP researcher!

Thank you for your collaboration!

Together we can make our content shine