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COMMUNICATION BETWEEN SCIENTIFIC-RESEARCH INSTITUTIONS AND THEIR TARGET GROUPS IN THE WEB 3.0 SYSTEM

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Introduction

During the European Forum for Marketing of Scientific and Research Organisations, which took place in 2011 the author presented to the participants of the Forum the subject of social media as a marketing tool enabling directed formation of the employer's image (employer branding) and discussed challenges for organizations posed by target groups.

Requirements associated with accreditation, acquisition, marketing, generally applicable regulations (both internal and external), new trends (in the area of technique, communication, cooperation etc.) cause continuous evolution of the criteria of communication between an institution and its target groups. Every scientific-research institution needs solutions from the area of Multi Channel Marketing, which require mutual optimization in strategic, substantial and technical terms, in order to efficiently reach target groups on-/offline and on-/offpage. Thus, in all places where target groups function actively and passively: in places where they communicate, listen, exchange opinions, talk, write, share information, receive or recommend particular contents. Diverse communication opportunities offered by the Web 2.0 system transforming into Web 3.0 – new, semantic, multi-media version of Web – have a major significance in the process.

As a lecturer of EMBA (European Media and Business Academy) the author is regularly confronted with these diverse opportunities for communication and for a long time she has been dealing with ways in which scientific-research institutions could adapt their MCM strategies (Multi-Channel-Marketing) to the possibilities offered by Web 3.0, appropriately for the needs of a particular moment. In this article titled „Communication between scientific-research institutions and their target groups in the web 3.0 system“ the author discusses aspects (chances and risks) of a properly directed MCM strategy. The essence of reputation of institutions will be analyzed. Also, the issue of creating own work network, the issue of monitoring and controlling online social networks and the essence of homepage, which is an important linking factor in the strategy of Multi Channel Marketing, will be discussed.

Statistics and introduction – Web 2.0 in transition to Web 3.0

The most important changes in the newly introduced version of Web 3.0, compared to Web 2.0:

- Transformation of conventional Internet websites into homepages functioning like Social Media Newsroom and blogs.
- Over 1000 networks and social media platforms, which not only enable communication on a local, national and international level, as well as the exchange of information, which use various possibilities and technical tools and provide the possibility to display and measure these activities.
- The best known and most often used tools are: RSS channels (RSS-Feed; content subscriptions), blogs, video files, podcasts, Wiki type services, QR codes, AR codes, social bookmarks, „Facebook Insight“ statistics, HootSuite applications, brandwatch, radian 6, etracker.
- Users are not just consumers any more, but they are becoming (passive or active) participants of events: they are readers, authors, commentators, propagators. Recipients are becoming senders. Senders function as recipients. Semantic data of all people can be registered, processed, interpreted, assessed and individually ascribed to particular people and adapted to utilization in computer systems.
- Information is shared, downloaded by others, users share information, disseminate it, recommend, assess, cite, supplement. (Almost) all aspects of offline communication can now be carried out online by means of technical tools – regardless of whether they concern facial expression, whether they are transferred in form of files or concern spoken word, which can be heard in podcasts. Everything is possible, even touch by means of the screen.
- Internet is transforming into an interactive stage of mutual cooperation. Plays staged here can be worked out by individuals or groups of people. Thanks to hive intelligence they can become a living entity that can be personally experienced.
- The meaning of each piece of information can be translated to suit the needs of all computer systems. Data are registered semantically, organized, structured tied to each other. They are interpreted, supplemented, assessed and almost like in the human mind, ascribed to persons or things.

Thanks to the broad scope of opportunities it provides, Web 3.0 has an impact on various areas of MCM strategy of institutions, eg.: on the behaviour of target groups associated with the media. In what way and by means of which technical devices do target groups use the Internet – for private or professional purposes. Where do they use the Internet? How many hours a day do they spend on the Internet? At what times do they use the Internet most often? For what purpose? Which age groups use the Internet more often, which groups use it less often? Do the upbringing and the environment have an impact on the usage of Internet? Do children/youth/students who learned technical means of communication (among others, computers, mobile phones, smartphones, netbooks, game consoles) early use the Internet more often than those who had limited access to such technical solutions? Which contents are interesting and which are not? Which possibilities of downloading information are used and which are not? Answers to

these questions and the associated subjects provide us with detailed information and data about our target groups. This information can be later entered into our computer systems. The analysis of the collected data can be carried out by means of programs, tools and technical solutions.

Target groups – interested youth (pupils, school graduates) and students of universities: digital natives, nerds and We generation

Internet surveys and statistics stress that target groups of „digital natives (age 14-29), young Internet enthusiasts or the We generation“ spend many hours online (passively or actively). They use the Internet most often at home. Also at work and at universities students are offered more and more opportunities for using Internet for educational purposes and as a source of information. Universities not only provide their students with laptops and computer rooms, but usually most students own at least one device they can carry on them and can use to gain access to the Internet – regardless of whether its a smartphone, netbook or laptop.

In times when computers were being only introduced to universities, we faced the necessity to teach students how to use these technological innovations, show them various possibilities (technical and associated with software) associated with their utilization, the associated advantages for communication (e-mail, intranet, Wiki) and the possibilities of developing and supplementing knowledge (E-Learning, Blended Learning).

Nowadays, universities are constantly facing the challenge of presenting the students with new offers in real time and in many areas at the same time: on- and offline, on the StudIP portal or by means of cloud services, in real world or by means of an Internet presentation, during the academic year or during winter or summer break. Moreover, all media and communication channels should be tied to each other to the greatest extent possible, so that the presented offer and information are visible and accessible for a particular target group at any moment and in any place – and depending on the area of study, the information can be used for educational purposes.

Analysis – visibility and reputation of a university

Factors „Visibility and reputation on the Internet“ in SMCM of a university have the highest priority

In order to achieve results for the future MCM strategy of a university, it is necessary to conduct various analyses associated with the presence and reputation of the university on the Internet. Methods (eg.: analyses of trends, target groups, marketing aspects) and tools (Google Alert, Google Trends, Google Analytics, Facebook-Insights, Twazzup. Twitter Search, Brandwatch, Radian 6, etc.) provide us with information about the position on the Internet or in SERP (Search Engine Ranking Page) of a particular university, which keywords make it possible to find a particular university, possibly, which keywords don't lead to this university, in what way its visibility and reputation in relation to other universities (competition) is formed, whether a university is present on social portals and how many social portals is it present on, its particular departments and employees (authorities, professors, employees), in what way the users talk

about it/them (positive or negative), what are the results of search for a particular university (as a logged in or non-logged-in user), etc.

Information about trust in the quality and market value of a university can nowadays be obtained by means of directed analysis, benchmarking, as well as on the basis of MCM strategy. These actions are based on the information obtained from keywording, geographical texts, detailed characteristics, positioning (SEO, Search Engine Optimization), User-Behaviour and User-Expectations, insight into profiles of social media (Facebook, Twitter, Google+, XING, LinkedIn).

Analysis of profiles in social networks Facebook (FB), Twitter, Google+, university blogs and others

Carrying out an analysis of all existing profiles, regardless of where a particular university has accounts (taking into consideration the indicator of return on investment – ROI – and key performance indicators – KPI) we can point to elements of profiles/company websites which are regularly checked and/or measured. Among them there are:

- Emotional value of the applied graphic elements or starting motifs.
- Used words, content of biographical or informational texts.
- Regularity of publication of new messages: day, hour, frequency.
- Conducting dialogues/threads and the associated (re)actions: day, hour, frequency, what dialogue/thread emerged as a result of which message? What content (text, photograph, video, podcast) leads to a viral effect and which elements don't have any impact on that? Are dialogues/threads emotional or rather not?
- Pace of growth of the number of fans or group of fans in percent (Image-/Brand Awareness): day, month, year, compared to the published messages and actions.
- Individual value of fans (value of loyalty, social portal, information, ambassadors, stakeholders, form), especially of influential persons.
- Searching out cold and warm, good and important contacts with friends, partners, stakeholders, sponsors, graduates, students. It is recommended to invite everybody to the community of a university, take advantage of the speeches of ambassadors in order to gain new fans/ people following the profile of the university.
- Regular inspections of connections between all existing profiles/ websites of a company and the newsroom of the homepage.
- Analysis of the generated threads/links, traffic (page hits) on the homepage of a university: Which connections are and which are not generating new threads? Which platform/ portal do most threads originate from? In what way do people interested in a thread navigate around the homepage? Demographic data of a thread/guests (age, sex, location)? How many users later become students of the university?
- Recognizing positive and negative indicators, which have an impact on the marketing strategy.
- Adapting cross-medial marketing strategy to information obtained every day.

On the basis of the acquired information it is necessary to prepare cross-medial marketing activities aimed at a particular target group. This data includes: engagement (Facebook „likes“, people sharing particular information), participation (quality of content), involvement, attention (number of answers, time) trust (loyalty of clients+satisfaction), threads, links, interaction (voting, comments, sharing particular content, individual statements on a subject), PR articles, number and reach of fans and subscribers of newsletters, (further) recommendations to other people. To have good prospects for the development of marketing activities at universities it is particularly important to have an editorial team, whose members communicate regularly with each other, understand each other very well, use appropriate information and trust each other.

Creating own Collaborative Web 3.0.

Central concept – working out own University-Collaborative-Web 3.0

Defining one's hierarchy of marketing goals (image, brand, product) employees of a university have knowledge about target groups and their favourite subjects. Thanks to this information they have many opportunities to display their unique selling proposition (USP) and strengthen the brand of the university. At this moment it is necessary to use the whole spectrum of available marketing tools (photographs, videos, podcasts, QR codes, posters, fairs) so that as many people as possible start talking about our university. In order to achieve this, it is necessary to present real life at the university with all its aspects, professional, specialist and technical opportunities for students. It is also important to offer professional online counseling and services (homepage, company profiles, blogs, PR articles), thanks to this all interested and students gain access to various bits of information.

According to the author, students, graduates are interested in information from extremely varied areas – specialist, technical and substantial. This is information concerning: university authorities, administration, lecturers (professors, lecturers, course managers) sponsors, international activities of a university and studies, European and scientific projects, contacts with business, strategic partnerships with other institutions, membership in European associations of universities.

It is important to get interested people and students involved in particular processes and the interest in these actions will certainly grow, according to the author. Tests and Internet surveys among students provide a good opportunity to obtain information about what the target groups are most interested in and whether they have the predispositions for a particular area of study. It is also worth taking advantage of surveys and polls as tools for the minimization of the number of people interrupting studies at a university.

Through emotional character and offer of interactive functions we will be able to reasonably combine many environments and target groups: universities and students, students and graduates, graduates and institutions. Moreover, we can facilitate administrative processes. If in our actions we take into consideration the fact that target groups not only consume, but also want to be involved as a creative element in the community of a university, we will understand one of the most important rules of behaviour of the

„We generation“ and we will be able to positively use this knowledge in our further actions.

Another necessary condition necessary to implement an efficient and directed Collaborative Web is creating a competent editorial team which consists of people who are associated with the university in various ways and who take responsibility for the tasks ascribed to them in the team.

Suggested positions in the team:

- marketing expert, team leader responsible for the dramatic character of the content, for content and media plan, for interaction with fans/various target groups, following the implementation of the defined marketing targets, distributing tasks among other members of the group, checking the effects regularly, appropriately adapting the chosen strategy, responsible for management of available resources (eg. financial aspects with regard to employees) and adapting them depending on the current conditions;
- administration specialist, who knows all most important data associated with administration (products, services, lecturers, scientific offer), taking part in the development of Social-Media-Guidelines, who pays particular attention to the protection of internal regulations of the university (data protection, Code of Conduct);
- technical strategy specialist (eg. programmer, specialist in areas associated with the Internet), a person who has sufficient knowledge in the scope of all technical aspects who is able to take over tasks from the area of monitoring and measurement;
- supporting person/ PR specialist, a person who writes articles, is able to answer questions and handle existing blogs and groups;
- students who know the character and manners of behaviour of students who thanks to their social network learn directly about the wishes and trends who are able to initiate in the target groups the desired stimuli who depending on the needs contribute to a particular subject.

In order to achieve the defined marketing targets it is necessary to integrate your students from various faculties and years of studies with the MCM strategy. For every target, action or target group it is necessary to create a separate camp (group). The camp receives a priority task which involves coming up with concepts for content and ways of disseminating the content. Assuming that particular camps are integrated and are able to work out valuable marketing concepts, the author recommends to include particular members of camps (depending on their specialist skills) in the implementation of the Content strategy (publishing information, commenting, providing answers). Let the students decide themselves, depending on their preferences, which camp they would like to participate in. Possible profiles of camps are the following: Knowledge-Camp (general information), Newsletter-Camp (newsletters/bulletins), Twitter-Camp (information published on Twitter), Event-Camp (events), Student-Camp (contacts with students), Alumni-Camp (contacts with graduates).

What are the benefits of such camps for universities?

- Thanks to them universities as institutions function in an authentic and credible way, because they get own target groups involved in the existing university projects and processes.
- At no cost at all, camps produce new ideas and contents, which can be used in the strategy of multi-channel-marketing and which are adapted to various types of target groups.
- Camps can be a cross-faculty offer provided in course of lectures. This gives students – depending on their area of study – additional benefits in form of obtaining the required ECTS points.

The opportunities offered by Collaborative Web 3.0 are broad. Establishing and maintaining own Collaborative Web 3.0 can strengthen the brand of a university. Below, exemplary opportunities will be presented.

Goals depend on the situation in which a particular university finds itself and can be prioritized in various ways, eg.:

- strengthening the presence of a university (homepage, profiles, corporate websites);
- strengthening the brand „name of the university“;
- Page-Rank optimization (website positioning);
- generating threads on the basis of cross-medial actions on homepage;
- optimization of homepage in terms of structure and design;
- including homepage as a social portal newsroom for viral marketing projects;
- attracting students/graduates and obtaining them as students;
- measuring action and reaction to content and Storytelling;
- insight into viral (inter)actions (Fan-Engagement, -Behaviour, -Participation, -Recommendation);
- gaining students, graduates, partners, sponsors of the university as ambassadors;
- acquiring new employees, sponsors, partners;
- managing [existing] contacts;
- optimization of daily processes;
- working out trends.

Implementation of network structure based on cooperation with other portals at universities is a process that won't start functioning at full capacity overnight, but a project that requires constant adaptation. This implementation is a challenge that universities in the age of Web 3.0 should stand up to. The later universities start interaction with nerds, We generation, students of the age of Cloud- and Crowd-Networking in a way adapted to the requirements of the target group, the later they start applying cross-medial interaction, the more their quality (in specialist, substantial and technical aspects) will be perceived as unreliable and the more likely that they won't be regarded as attractive trend-setters.

Homepages, Monitoring and Controlling of profiles in social portals

In order to make it possible for cross-medial strategy of multi-channel-marketing of universities and the associated Collaborative Web to function according to the defined assumptions, it is necessary to apply additional factors such as eg. Social Media Guidelines, Code of Conduct adapted to a particular university, homepage structured in line with Corporate Design, homepage with functions offered by Social Media Newsroom, publication of links to partner websites, which have achieved high ranks in Google, homepage optimized in terms of SEO (Search Engine Optimization) (title, meta-tags, keywords). However, these are elements which require lengthier discussion in a separate article.

In the part of the article titled „Analysis of profiles on social portals Facebook (FB), Twitter, Google+, university blog“ very important factors which require particularly meticulous analysis are discussed. The section also discusses visible and semantic indicators which universities can measure and check.

Depending on the applied marketing tool we will obtain various indicators (quantity: Facebook „likes“, sharing, comments, links, threads, quality: published messages, messages on Twitter, comments, articles).

According to the author, it is recommended to publish new information at defined intervals, at various times of the day and days of the week and to adapt future cross-medial actions to results with highest ROI result (Return on Investment) and the highest KPI (Key Performance Indicator).

Conclusion

Profiles and websites of companies on social portals, the presence of Social-Media-Newsroom on homepage, special application devoted to research and scientific institutions require not only daily moderation considering elements associated with their content, methodology and didactics but also a certain element of creativity and (active or passive) „word of mouth action“. This way the university will be regarded as an institution presenting itself by means of authentic, comprehensible, emotional words and images and thanks to this it will be able to satisfy all requirements of the strategy of Multi Channel Marketing. The values preferred by target groups depend on personal preferences, habits influence of friends and contacts, choice of areas of study, own goals, contact with the university etc.

Regular observation (Search, Mentions) of target groups on the basis of information available in published discussions, threads, message boards enables additional insight into the interests of a university's target groups and reveals information preferred and expected by them. Particular exploratory tests with target groups bring results concerning efficient and inefficient marketing activities and constitute a major source of information about future, directed projects and marketing actions.

It is also important to work out own, individual Collaborative Web 3.0. It is recommended to not only listen to the voice of target groups, but also to actually integrate them with the plans and daily processes at research and scientific institutions.

Websites

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