# Record of the CoverItLive Channel at the UKOLN Workshop on “Metrics and Social Web Services: Quantitative Evidence for their Use and Impact”

**Open University, Monday, 11 July 2011**

Monday July 11, 2011

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| 9:36 | | |  |  | | --- | --- | | [[Twitter](http://twitter.com/stuartbrown)](http://twitter.com/stuartbrown) | stuartbrown:  the journey to [#ukolneim](http://search.twitter.com/search?q=%23ukolneim) is going to be awful [#justacrosstheroad](http://search.twitter.com/search?q=%23justacrosstheroad) *[via Twitter]* | |
| 9:55 | |  |  | | --- | --- | |  | Event Amplifier:  This CoverItLive session will be used for the remote breakout sessions at 11:40 and 14:10.  Please follow the #ukolneim tag on Twitter to join in with the discussions around the workshop | | |

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| 9:55 | |  |  | | --- | --- | | [Live Video] | LIVESTREAM:  [Play Live Video](javascript:void(0);) | |
| 9:57 | |  |  | | --- | --- | |  | Event Amplifier:  If you have any difficulties viewing the live video stream from the event, please visit <http://livestre.am/Rzhi> and leave us a note in the chat window. | |

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| 10:01 | |  |  | | --- | --- | |  | Event Amplifier:  I will be providing a live commentary of the event via Twitter using the @eventamplifier account and the #ukolneim hash tag.   Please let me know if you have any questions for speakers during the event and I will relay these for you. | |
| 10:17 | |  |  | | --- | --- | | [[Twitter](http://twitter.com/eventamplifier)](http://twitter.com/eventamplifier) | eventamplifier:  Livestream for [#ukolneim](http://search.twitter.com/search?q=%23ukolneim) should now be live. We suggest that [#remote](http://search.twitter.com/search?q=%23remote) participants tune in now as there is a 30 second advert to endure first *[via Twitter]* | |

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| 10:17 | |  |  | | --- | --- | | [[Twitter](http://twitter.com/quelet)](http://twitter.com/quelet) | quelet:  I got sound for a few seconds. No image yet but the ad is visible) [#ukolneim.](http://search.twitter.com/search?q=%23ukolneim.) *[via Twitter]* | | |
| 10:17 | | |  |  | | --- | --- | | [[Twitter](http://twitter.com/sheilmcn)](http://twitter.com/sheilmcn) | sheilmcn:  [@mweller](http://twitter.com/mweller) giving us the instructions for today [#ukolneim](http://search.twitter.com/search?q=%23ukolneim) *[via Twitter]* | |

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| 10:17 | |  |  | | --- | --- | | [[Twitter](http://twitter.com/eventamplifier)](http://twitter.com/eventamplifier) | eventamplifier:  There are a few problems with the stability of the wifi for the live stream so please let us know if you have any problems [#ukolneim](http://search.twitter.com/search?q=%23ukolneim) [#remote](http://search.twitter.com/search?q=%23remote) *[via Twitter]* | |
| 10:17 | |  |  | | --- | --- | | [[Twitter](http://twitter.com/eventamplifier)](http://twitter.com/eventamplifier) | eventamplifier:  If the [#ukolneim](http://search.twitter.com/search?q=%23ukolneim) livestreaming drops out, rest assured that we will be making recordings available asap so you won't miss out [#remote](http://search.twitter.com/search?q=%23remote) *[via Twitter]* | |

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| 10:17 | |  |  | | --- | --- | | [[Twitter](http://twitter.com/eventamplifier)](http://twitter.com/eventamplifier) | eventamplifier:  We are currently testing the [#ukolneim](http://search.twitter.com/search?q=%23ukolneim) live stream. Please pay no attention to the man by the curtain :-P *[via Twitter]* | | |
| 10:28 | | |  |  | | --- | --- | |  | Comment From Nicola Osborne  I have the livestream working I think, presume it's a static UKOLN page right now? | |

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| 10:30 | |  |  | | --- | --- | |  | Event Amplifier:  Hi Nicola - apologies for the delay in responding: my wifi is quite slow. The livestream is at <http://www.livestream.com/ukolneim?t=715963>. This CoverItLive session will remain static on the UKOLN page. | |
| 11:55 | |  |  | | --- | --- | |  | Event Amplifier:  We are now hosting an online discussion breakout group for anyone who wants to participate. Please give your name and interest by way of introduction. | |

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| 11:59 | | |  |  | | --- | --- | |  | Comment From Nicola Osborne  I'm not sure if others are here but if they are... | |
| 11:59 | |  |  | | --- | --- | |  | Comment From Nicola Osborne  I'm Nicola Osborne and I'm Social Media Officer for EDINA, my interest is in measuring audience engagement, effective communications, how sharing boosts usage etc. | | |

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| 12:01 | |  |  | | --- | --- | |  | Comment From Jordi Regincós-Isern  In order to better stimate our presence on the social net, how can we integrate "what we are saying" metrics with "what are they saying from us" metrics? | | |
| 12:04 | | |  |  | | --- | --- | |  | Nicola Osborne:  is that "from us" or "about us"? | |

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| 12:05 | |  |  | | --- | --- | |  | Nicola Osborne:  (can see both having separate meanings and being quite useful) | | |
| 12:05 | | |  |  | | --- | --- | |  | Jordi Regincós-Isern:  sorry, "about us" | |

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| 12:06 | | |  |  | | --- | --- | |  | Nicola Osborne:  cool, thanks for that | |
| 12:07 | |  |  | | --- | --- | |  | Nicola Osborne:  I think that timelines and annotations of key events/reports/outreach activity can be great for combining those what we say/what people say about us metrics | | |

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| 12:07 | |  |  | | --- | --- | |  | Nicola Osborne:  helps flag up where there is dissonance between the two as well - why has something suddenly triggered debate, why isn't a particular communication being picked up etc | |
| 12:12 | |  |  | | --- | --- | |  | Jordi Regincós-Isern:  yes, but if I well understood you are still assuming that people are using our "channel" to comment about us. But, what about other channels? I mean: our presence on the net can have its origin in ourselves, but also it can "grow" from third party channels... | |

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| 12:14 | |  |  | | --- | --- | |  | Nicola Osborne:  Here I use various RSS feeds from searches across other poeple's channels as well - Google blog search, bing searches, Twitter, delicious, technorati, youtube, flickr, etc.... I look for keywords associatted with what we do in their updates and it flags up many (but not all) of our mentions elsewhere | | |
| 12:14 | | |  |  | | --- | --- | |  | Jordi Regincós-Isern:  ok Nicola, thank you for your replies | |

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| 12:15 | |  |  | | --- | --- | |  | Nicola Osborne:  The referrer stats on Google Analytics and similar tools also useful for flagging up mentions - I find traffic comes in from the most unexpected sites sometimes! | | |
| 12:42 | | |  |  | | --- | --- | |  | Event Amplifier:  Thanks to both of you for your comments.  We are now breaking for lunch, but will be back with the live stream at 13:30 | |

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| 12:42 | | |  |  | | --- | --- | |  | Nicola Osborne:  thanks | |
| 1:27 | |  |  | | --- | --- | |  | Event Amplifier:  We will be starting back in 5 minutes with Andrew Law from the Open University | | |

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| 2:35 | |  |  | | --- | --- | |  | Event Amplifier:  This space is now open again for anyone in the remote audience who wishes to explore the breakout questions. | | |
| 2:37 | | |  |  | | --- | --- | |  | Event Amplifier:  The breakout questions are:  - What new approaches do you envisage?  - How will you address the difficulties and problems (including resourcing issues)?  - Is your preferred solution for your area(s): \* Use of commercial social media analytic tools \* Use of external social media consultants \* Development of in-hourse solutions \* Development of solutions for the HE sector | |

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| 2:40 | |  |  | | --- | --- | |  | Nicola Osborne:  I think we envisage bringing consistency into what we do (already started to measure consistantly across main presences) and leading this in-house. Most commercial solutions seem to use common APIs for data sources which we already have access to. | | |
| 3:58 | |  |  | | --- | --- | |  | Event Amplifier:  Thanks to everyone who has participated today. Please take a few minutes to fill out our (short!) feedback survey so we can improve our support of remote audiences in the future. <http://www.surveymonkey.com/s/ukoln-eim-remote-survey> | | |
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