# 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 |

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| [Twitter](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]* |

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| 9:55 |

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|  | 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 |

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| [Live Video] | LIVESTREAM:  Play Live Video |

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| 9:57 |

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|  | 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 |

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|  | 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.  |

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| 10:17 |

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| [Twitter](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 |

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| [Twitter](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]* |

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| 10:17 |

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| [Twitter](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 |

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| [Twitter](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]* |

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| 10:17 |

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| [Twitter](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 |

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| [Twitter](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]* |

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| 10:28 |

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|  | 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 |

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|  | 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.  |

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| 11:55 |

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|  | 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 |

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|  | Comment From Nicola Osborne I'm not sure if others are here but if they are...  |

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| 11:59 |

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|  | 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 |

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|  | 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?  |

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| 12:04 |

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|  | Nicola Osborne: is that "from us" or "about us"?  |

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|  | Nicola Osborne: (can see both having separate meanings and being quite useful)  |

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| 12:05 |

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|  | Jordi Regincós-Isern: sorry, "about us"  |

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| 12:06 |

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|  | Nicola Osborne: cool, thanks for that  |

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| 12:07 |

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|  | 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 |

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|  | 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  |

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| 12:12 |

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|  | 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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|  | 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  |

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| 12:14 |

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|  | Jordi Regincós-Isern: ok Nicola, thank you for your replies  |

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|  | 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!  |

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| 12:42 |

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|  | 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 |

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|  | Nicola Osborne: thanks  |

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|  | Event Amplifier: We will be starting back in 5 minutes with Andrew Law from the Open University  |

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|  | Event Amplifier: This space is now open again for anyone in the remote audience who wishes to explore the breakout questions.  |

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| 2:37 |

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|  | 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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|  | 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.  |

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| 3:58 |

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|  | 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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