

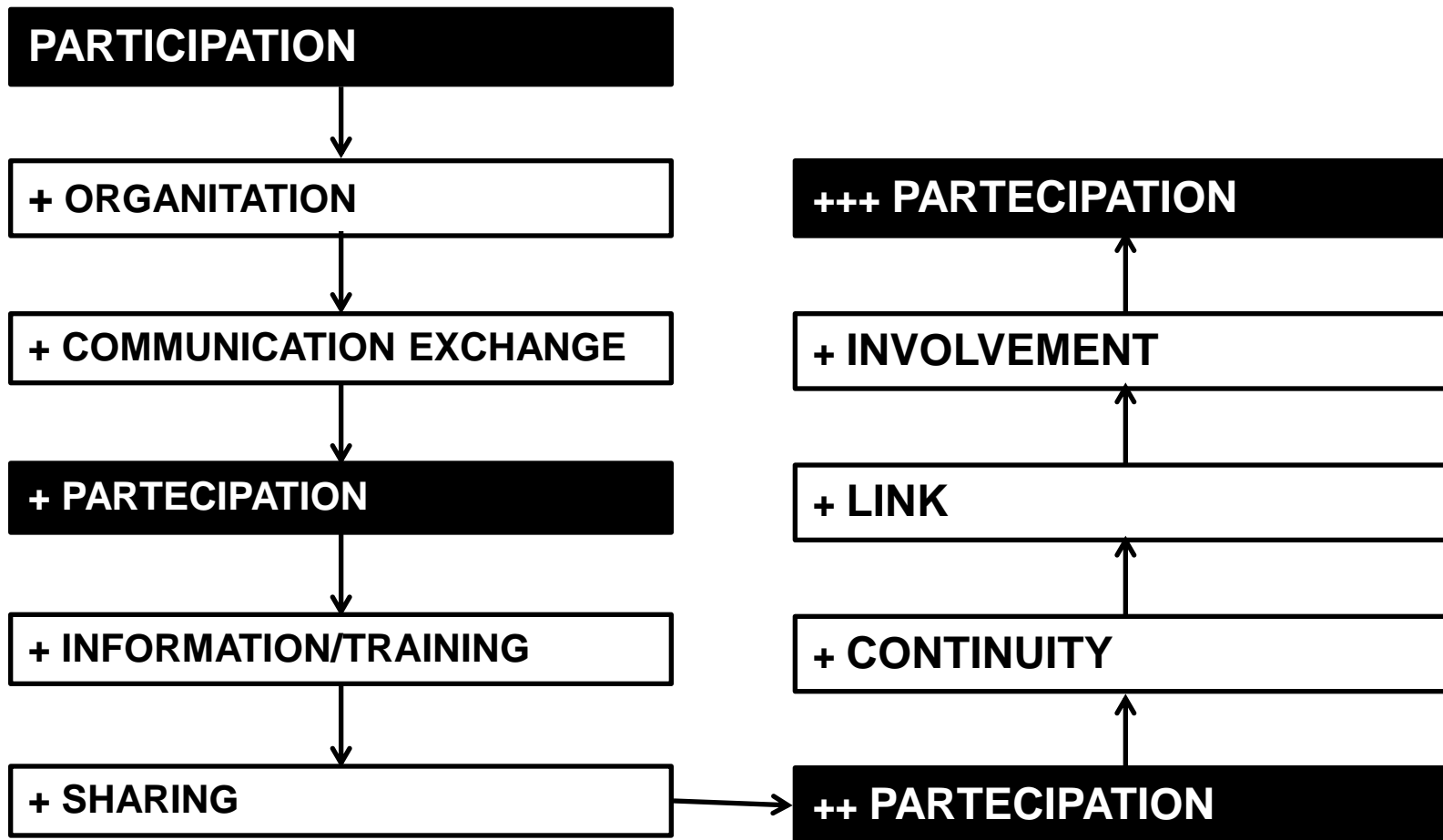
A Virtual Platform for a Real Participation



The objectives that the municipality of Terni has set itself:

- Deleting Digital Divide
- Promotion and enhancement of the city and its resources
- Generating of a technological and replicable format
- Strengthening the sense of belonging to the city
- Sharing strategic document for the growth of the city
- Activation of creative participation





So to get more participation is necessary to:

- Organize the communication exchange
- Provide and receive information in an active way
- Training for those who do not use digital tools
- Create sharing of documents and information
- Giving continuity to the service
- Create continuative and repeated link
- Making sure that there is a direct personal involvement of people interested in the process



I soggetti che vengono coinvolti in questo processo sono:

COMMON - REGION

INTERMEDIATE SOCIAL
ASSOCIATIONS

DIGITAL
PLATFORM

BUSINESS-RETAIL

POLITICAL LOCAL
ADMINISTRATORS

CITIZENS



Data Members in Facebook from Terni

51.420 people

living in: Italy

living within a radius of 16 km from Terni

13 years and over

46.240 people

living in: Italy

living within a radius of 16 km from Terni

18 years and over

36,020 people

living in: Italy

living within a radius of 16 km from Terni

30 years and over

12,440 people

living in: Italy

living within a radius of 16 km from Terni

50 years and over

240 people

living in: Italy

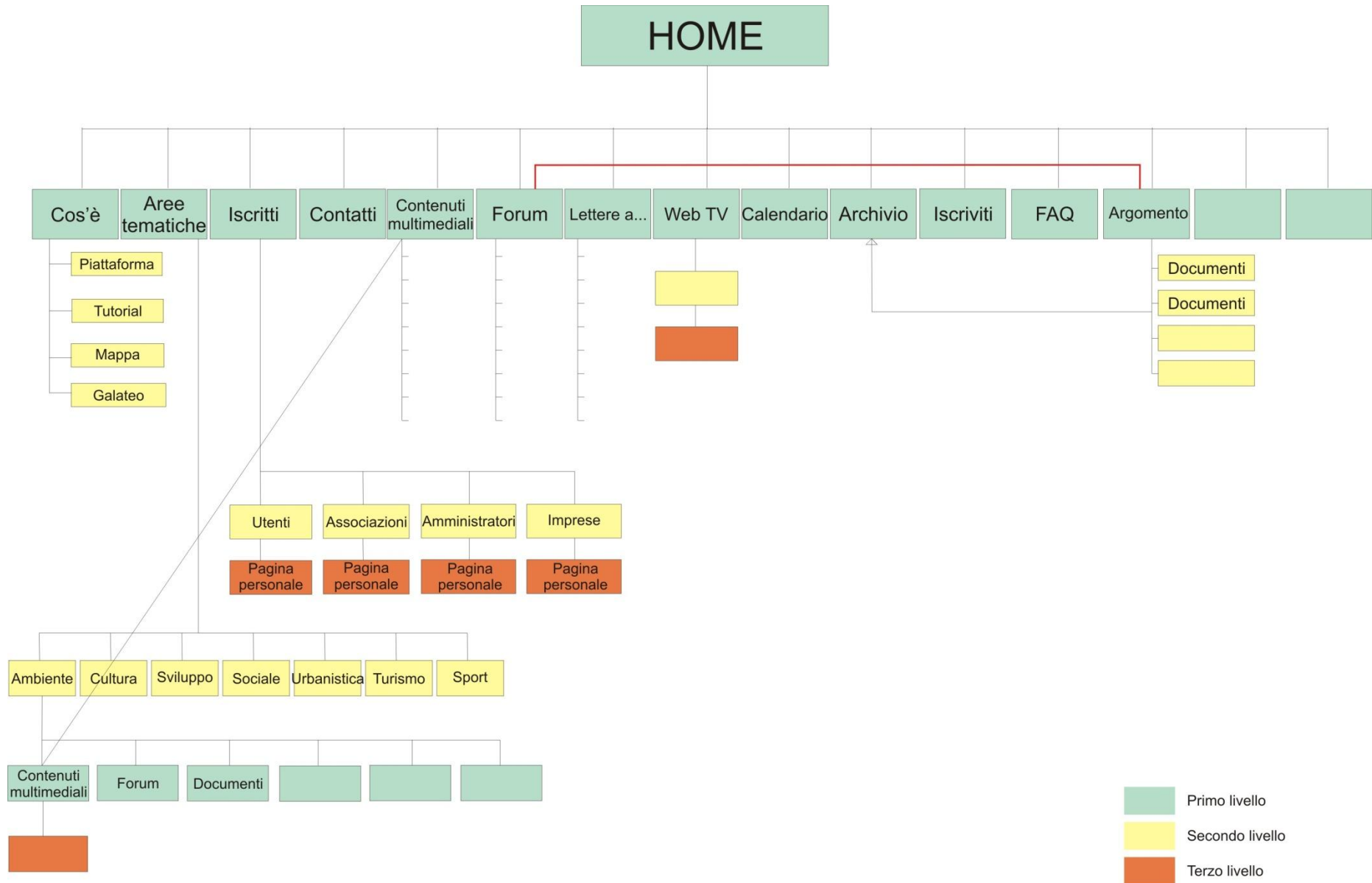
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18 years and over

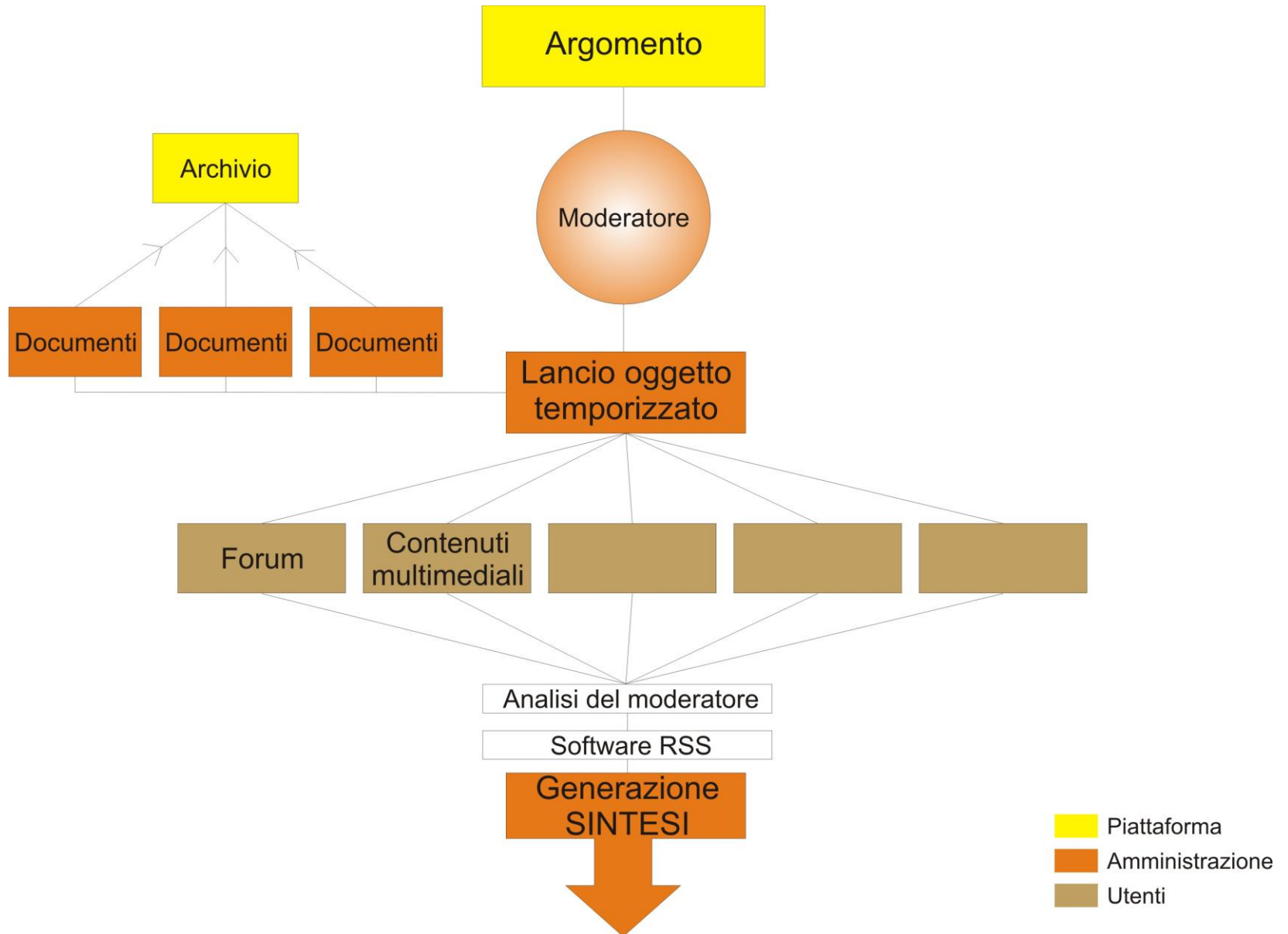
who like: politics, administration, politicians, political debates or common



Platform Levels



Flow chart of the content generation



Tools: Forum

- easy to customize
- threads defined in content and timing

Properties:

- locked and defined access
- image loading
- Opportunity to advertise the forum in other sites through embed codes
- Ability to integrate with post media content from other sites (such as Youtube or Flickr)



Tools: Forum

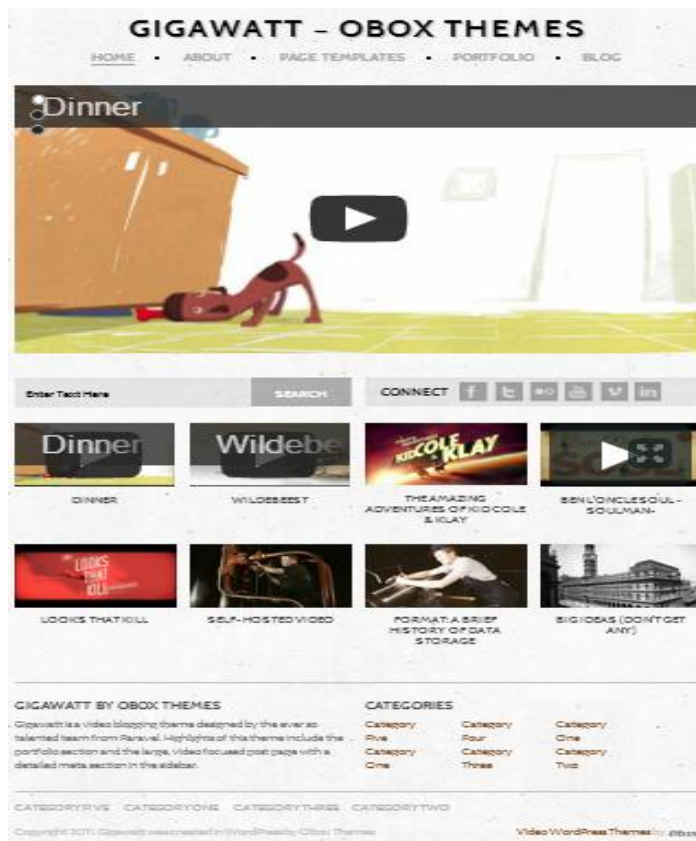
- RSS Feeds: ability to receive updates on each device
- Possible division into sub-categories with sub forums
- Possibility of appointing several moderators
- Choice of graphic design
- Using emoticons
- Sticky (Pinned) Topics: permanent post in the top of the page
- Move, edit, remove and close topics



Tools: WEB TV

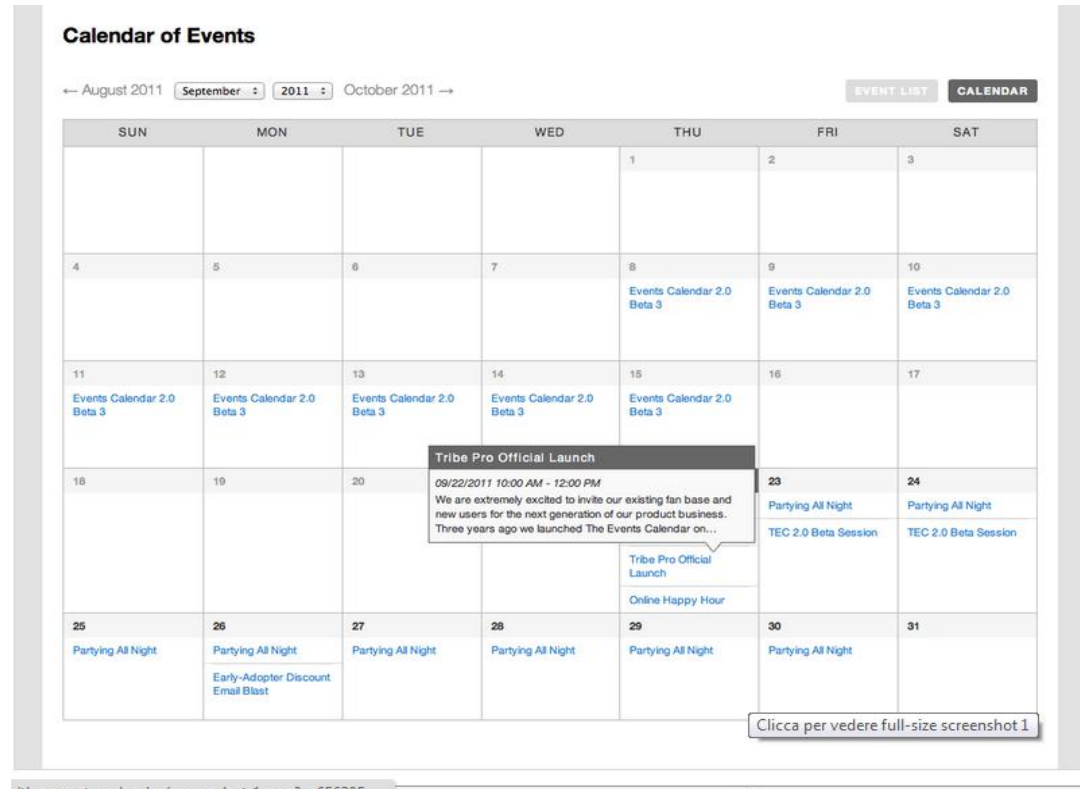
- WEB TV

Video tube loadable from institutions and associations



Tools: Calendar

- Integration with Google Maps
- Discussions about events
- Tags and colors for different themes
- Widgets for connecting with social networks
- Shared calendar through an embed code with local associations. (Every association can put the same calendar with the shared events in your blog)



Promotion and launch

- Two guidelines on the communication activities of the initiative

Training

- Dedicated to associations and institutions to encourage the participation of members, municipal employees and to start a buzz in the city.

Communicative

- Dedicated to encouraging the participation of citizens



Promotion and launch

Training

- In order to reduce the digital divide will be organized through the city's cultural intermediary bodies (universities of the third age, social clubs, cultural associations, centers of social life, seniors social centers) courses free training on use of computers, web and social media.
- Of course, all under the “hat” of the e-coop project, so to be disclosed at the same time also the use of the digital platform



Promotion and launch: Media

- Press Conference
- TV spot
- radio spot
- Advertising and articles in local newspapers and online



Promotion and launch: Guerrilla Marketing

- A giant bow, such as those used to inform of a new birth, to be placed in the main square in the shelter of a building. The color can be integrated with that of logo

Green graffiti:

- stencil arrows on a black background (must remember the arrows on the keyboard of a PC) on asphalt addressed to the locations.
- stencils or stick huge keyboard and creating a giant screen of cardboard (three-dimensional) with an entrance. The screen displays the words "Come and join us in the platform" (presence of an operator that takes a picture and publish it on the platform).



Promotion and launch: web tools

- Creating a promotional video to spread virally on the web
- Use of the service Google Adwords to promote the platform thanks to contextual advertising
- Using the Google News service
- Use of the service Guest Post and Marketing Articles: writing informative articles to be published on other sites
- Publishing and promotion of the platform by the entry of the links on a Directory
- Creating a specific Facebook Page
- Promoting the same page and other pages of the site through Facebook existing institutional and otherwise.
- Create # hashtag on Twitter



Merchandising

- Writing Gadgets with logo to be disseminated to the public
- Pencils and pens
- T-shirts
- bookmarks
- Post-it
- badges
- Scotch tape



Promotion and communication through social network

Creating a facebook page with the unique purpose of promoting and make visible the activities of the platform.

Content shared on facebook page:

- WebTV
- Multimedia content related to the online contests
- Events of the shared calendar
- Code of Conduct
- Photos
- Polls
- Contest



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