

# GALA brand and resources transfer plan

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# ***GALA brand and resources transfer plan***

## ***WP9***

## 1 EXECUTIVE SUMMARY

During Year 3, the Serious Games Society (SGS) started its public activities and it is poised to be one of the main legacies of the GALA project. In its attempt to gather researchers, the SGS was born with its own websites and social media outlets (a Twitter account, a Facebook page, etc.). As Year 4 represents the transition from the network (GALA) towards the future (SGS), WP9 will perform a brand transition across the web media involved, moving from the former GALA-branded accounts towards more the more sustainable SGS-branded accounts.

This document describes the plan to perform this transition, indicating the action points to be taken in each of our existing media components.

## 2 INTRODUCTION

During Year 3, the Serious Games Society started its public activities and is poised to be one of the main legacies of the GALA project. Its aim is to gather researchers (both from former GALA partners and third parties) and act as dissemination channels for ongoing research activities in Serious Games across Europe. As such, it requires a strong online presence, and all the support from GALA's Work Package 9 (Dissemination).

In addition, and in accordance with the reviewers, in Year 4 one of the main outcomes of the project is the transition from the establishment of the network (GALA) to a sustainable legacy driven by the Serious Games Society.

From WP9 we will invest a portion of our effort in facilitating this transition, which requires an effort regarding the web and social media presence of both GALA and the SGS.

In particular, the web and social media dissemination efforts undertaken by GALA were (obviously) branded as part of the GALA project. As we prepare to finish the GALA project and continue under the SGS brand, a transition is required.

However, this is not a simple task, given that the GALA-branded accounts have gathered a reasonably strong support that should not be lost as GALA finishes and the SGS continues.

## 3 ACTION POINTS

The following subsections describe the situation, transition plan, and specific actions points for each social media outlet.

### 3.1 BLOG AND WEBSITE

#### 3.1.1 Current situation

The GALA blog has been a successful venue for dissemination, featuring relevant posts by the members of the GALA network. The blog is featured prominently in the landing page from the website ([www.galanoe.eu](http://www.galanoe.eu)), and collects most of the traffic at the site.

The contents are of general interest to a broad audience, covering diverse topics related to serious games. Many of the readers of the blog come to the site not searching for information about GALA (project members, workplan, public deliverables) but searching for the posts in the blog.

The SGS website displays a static landing page and does include a blog or similar source of updates ([www.seriousgamessociety.org](http://www.seriousgamessociety.org)).

#### 3.1.2 Transition plans

The blog will be removed from the GALA Website, and copied to the SGS website. All the posts and comments will be moved, and further publication activity will take place at the SGS website.

This involves separating the activities and contents aimed at a general audience (which will reside at the SGS website) from the activities and contents directly related to GALA (e.g. deliverables) that will reside at the GALA website.

#### 3.1.3 Action points

The following action points are proposed:

- [UNIGE] Copy all contents from the GALA Blog to the SGS Website
- [UNIGE] Provide all GALA website authors with authoring credentials on the new SGS blog
- [UNIGE] Remove the Blog from the GALA website and prompt visitors to check the new SGS website.
- [UNIGE] Provide redirection pages for all the removed posts (HTTP status code 301)
- [UCM] Provide instructions on how to publish on the new website
- [UCM] Coordinate transition with other WPs using the blog (e.g. WP3 & WP4).

## 3.2 Twitter

### 3.2.1 Current situation

The GALA Twitter account was registered by UNIGE, and is currently managed by UCM. It currently has 363 followers and has posted around 1500 tweets. Its username is @gameandlearning, and is considered a good handle for an account on serious games (even beyond the GALA project).

The SGS Twitter account was registered by UNIGE, and is currently managed by UCM. It currently has 90 followers and has posted around 350 tweets. Its username is @SeriousGamesSoc.

### 3.2.2 Transition plans

The accounts will be merged in one. Comparing the number of followers and the interest of the username handle, the @SeriousGamesSoc will be deleted and the @gameandlearning account will remain.

The @gameandlearning account will be rebranded as the SGS Twitter account.

Over the next two months, the former SGS account will only tweet weekly reminders that the account will close and that SGS activities will continue on the @gameandlearning account. After this period, it will cease all activity and its description will be changed to “This account is closed, please follow the Serious Games Society official Twitter account: @gameandlearning”.

### 3.2.3 Action points

The following action points are proposed:

- [UCM] Rebrand the @gameandlearning account with the SGS brand, colours, etc.
- [UNIGE] Unbrand the @SeriousGamesSoc account and start posting prompts for followers to move towards the other account.
- [UNIGE] Link the @gameandlearning account from the SGS website.
- [UCM+UNIGE] Continue to provide content only from the @gameandlearning account. Both partners will share management rights to maximize impact.
- [UNIGE] After two months, cease all activities on the @SeriousGamesSoc account.

## 3.3 Facebook

### 3.3.1 Current situation

The GALA Facebook page has received 260 likes, and it is being concurrently managed by different GALA partners that have posting rights in the site.

The SGS Facebook page has received 120 likes, and it is being managed by UNIGE.

Facebook allows merging similar pages.

### 3.3.2 Transition plans

The pages will be merged in one, using Facebooks “page merge” features if possible. This will require rebranding one of the pages to match the other before the merger can happen.

The GALA page will be rebranded as part of the SGS, and then the merger will be requested. Should the merge operation be denied by Facebook, a transition similar to the one proposed for Twitter will be followed.

The first result on Google search for “Facebook Serious Games Society” is actually the GALA Facebook page (the SGS page is ranked 3<sup>rd</sup>).

### **3.3.3 Action points**

The following action points are proposed:

- [UCM] Rebrand the GALA page with the SGS brand, colours, etc.
- [UNIGE] Transfer ownership of the SGS page to UCM
- [UCM] Request the merger of the pages.
- [UCM+UNIGE+All] Continue dissemination activities through the merged page.

## **3.4 LinkedIn**

### **3.4.1 Current situation**

The GALA LinkedIn group has 143 members, with a high percent of GALA partners.

The Serious Games Society page has 100 members, with a lower percent of GALA partners.

Both groups have similar traffic statistics.

LinkedIn does not allow merging groups.

### **3.4.2 Transition plans**

Arguable, the premise to join the GALA group was different than the premise to join the SGS group. As opposed to the previous accounts, where we propose leveraging the age and readership of the old accounts, in this case we propose to maintain both groups as separate entities.

All the activities related to Serious Games in general will be published through the SGS LinkedIn group, and GALA-specific information will continue to appear on the GALA LinkedIn group. The GALA LinkedIn group will occasionally remind its users of the importance of joining the SGS LinkedIn group.

After September 2014, the GALA LinkedIn group will cease its activity and prompt visitors to join the SGS group.

Action points

### **3.4.3 Action points**

The following action points are proposed:

- [UCM] Maintain administration of the GALA LinkedIn group, but limit activity to GALA-related contents.

- [UNIGE] Maintain administration of the SGS LinkedIn group, focus on SGS activities and general Serious Games news.
- [UCM] Periodically remind non-GALA users that general Serious Games activities continue under the umbrella of the SGS.

### **3.5 Social media explosion**

#### **3.5.1 The need for advertising the brand transition**

For boosting the viral dissemination of the brand transition we will arrange a social media explosion that attracts new users and redirects existing ones to the new channels. In agreement with the board of the SGS we will identify an appropriate point in time, e.g. May/June 2014, possibly linked to a suited occasion such as the GALA conference (SGS-conference?), a new edition of the IJSG, announcement of the SGS summerschool, or the publication of the GALA roadmap (SGS roadmap?) to activate all GALA participants in posting, sharing, liking and tweeting about the new brand and associated media channels

#### **3.5.2 Action points**

The following action points are proposed:

- [UNIGE] Decide upon SGS topic and suited point in time
- [OUNL] Address all GALA participants and orchestrate joint social media activity