



2.0 European Social Community

GETIR Social Community platform will include a number of powerful social applications including: Groups, discussion boards, Blogs, User profiles, Polls and Dashboard.

Groups: Create unlimited numbers of community sites. By default anyone will be able to create a new group.

Forum: Discussion Board: A classic discussion forum for each group with full email integration. Start new discussions and reply to others through email. Share files by adding file attachments to discussions. Discussions and files are fully searchable.

Links: Provides space to post relevant links and websites to share with the group

Blog: Let users maintain a blog plus provides site wide space to view latest blog posts

Members (User profile): Managers and learners are provided with a rich user profile to help them connect and build community. Profile also allows users to share information about themselves.

Questions (Polls): Provides ability for group members to create polls

Dashboard: will give each user a snapshot of all the activity happening across groups

Sample screenshots

Newsfeed

Status Question

What's happening?

Catia Jiménez The final conference of GETIR project, which took place in Timisoara, Romania, was a great success! More than 50 participants attended this fruitful conference..here you will find the hot topics of this event

documenta Documenta

Mar 19 · Comment

Catia Jiménez La Conferencia final de GETIR, celebrada el 18 de diciembre de 2012 en Timisoara, Rumania, fue todo un éxito! Para aquellos que no tuvisteis oportunidad de ir, os contamos lo más destacable

documenta Participación de Documenta en una Conferencia Transnacional sobre Ciudades de Aprendizaje y Territorios Inteligentes en Timisoara (Rumanía)

Mar 19 · Comment

Catia Jiménez uploaded 18 new photos to Final meeting of the project. Timisoara, Romania. ... album

and 13 more

Mar 19 · Comment · View "Final meeting of the project. Timisoara, Romania. ..." album

Welcome!

Welcome to our site! Here are a few quick links that you need to start your way around:

- Change avatar
- Change profile details
- Preview/rearrange my profile
- Look who's in

Feel free to participate in our community!

Quick Links

My Friends	18
My Blog	2
My Groups	1
My Links	3
My Albums	2

Pictures 1. Dashboard (Newsfeed)

getir Social Community

Dashboard Main Members Blogs **Groups** Links Photo Video Forum Events Questions

Group Info

Training Organizations
Training Organizations

Created: May 14 '12 · Admin: Admin · Edit · Flag · Unfollow

Users

The Wall

Write here...

Leave Group

No comments

Invite

Pictures 2. Group about Training Organizations page



The dynamics of an online community resembles the development of connections and social interactions in real world. Most of the social networking portals are inclusive, hence every new user is of crucial importance.

He or she is a potential traffic generator. It must be noted that a significant proportion of users (approx. 40%) remain passive observers of the interactions (real group relations alike). Nevertheless, they do generate website traffic through exploration of the added content and its replication on their profiles. For that reason, it is possible to deliver new content to an ever-increasing group of recipients. In the case of a high attendance rate, as well as high frequency of active user participation and reception of content, new content (information) is delivered faster and more frequently, which results in higher portal dynamics. However, one should take into account that, non-internet communities alike, there are stadia of progress, stagnation, but also of regression. In order for the latter stadia to be avoided, one should constantly attempt to acquire new users and work on the community to be practical. Only then will the users feel the need of active participation, or more precisely the needs, as the participation of users is always non-uniform. The net sum of the users' intentions for participating allows creating heterogeneous social groups and fosters the development of multiple-level online relations. In the case of the given social networking service, the multitude of relation levels is supported by the multiple functionalities of the portal.

Ways to engage the individuals and groups in active participation within an online community

- People and their activity:

Community dynamics is closely interlinked with the activity of its members and their interactions. The variables that determine the community model, include mainly:



- the attributes of the individuals and their value (characteristics, knowledge or other resource forms)
- the roles that can be assigned to an individual
- the strength of the embracement of the role, or roles assigned to the individual
- the dominant role of an individual – stronger and more prominent compared to other roles – which forms a core of interest for the other users
- interactions between users
- social interconnections and relations – which are the result of the interactions between users
- the sense of belonging to a group or a community and being identified by the other users as a member of this group (community)
- a set of distinct groups existing within the community and the individual users' strength of the sense of belonging to those groups

The interactivity of these variables causes changes in the community dynamics and substantially regulates the user activity.

Tips for dynamization of traffic in GETIR'S Social Community:

In order to achieve dynamization of traffic in GETIR's social community, the partnership will have :

1. To start by registering ourselves and our colleagues
2. To make sure that all of your experts participating the pilot testing phase have also registered
3. To encourage experts to make use of this tool as much as possible by posting articles, links, news, etc
4. All partners to start actively use this tool for exchanging information, news, knowledge, fears as well as to update and create debates, thematic groups and thematic blogs.
5. Each partner to post as much articles and links as possible related to Local Development issues or to educational material developed (we suggest at least 5 articles and 5 links per partner)
6. Each partner to foster this tool with news and the events that is going to take place or the events that has already taken place. We suggest each partner to post its own plan regarding the testing phase and to foster the "community" with comments and photos on the development of the pilots

In order to **facilitate the registration process is no longer required:**

- **an invitation** in order to be registered to the social community
- **uploading** of your personal avatar (photo or something).