Overview

A. Tasks according to DOW
B. Priorities of year 3
C. Review comments

1. T9.2 Website and media
2. T9.3 Visibility at conferences
3. T9.4 Yearly conference
4. T9.5 Special Journal Issues
5. Intensify the GALA Blogging schedule
6. Intensify Social media channels
7. Improve communication between WPs
8. Key publications on website
9. Provide basic slides for GaLA, SGS
10. New SG Journal
11. Clearly advocate the benefits of SGS membership
12. Develop additional usable metrics
9.2 Website and media

- Single entry point SGS

SG repository of descriptions
Journal website
Academy website
Market place website
GALA conference website
GALA blog

9.3 Visibility at conferences

Year 3
- ECGBL 2012 (Cork, October 4-5)
- OEB 2012 (OnLine Educa Berlin, November 28-30)
- ECTEL (Cyprus, September 2013)

Year 4
- ECGBL (October 2013)
- GALA conference (October 2013)
- Serious Games Expo (November 2013)
- OEB 2013 (Online Educa Berlin, December 2013)

First tier:
- ACM CHI (May 2013) (rejected: ‘too much of GALA’)
- ACM Multimedia (October 2013) (rejected)

Yearly conference

- 4th International Conference on Games and Virtual Worlds (VS-Games), Genoa, October 29-31, 2012.


- Planned:

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- VS-Games, Elsevier Entertainment Computing, September 2013.

### 9.5 Special Journal issues 2013/14

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### Intensify the GALA Blogging schedule

<table>
<thead>
<tr>
<th>Year 1 (October 2011)</th>
<th>Year 2 (December 2012)</th>
<th>Year 3 (September 2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of blog posts</td>
<td>3</td>
<td>32</td>
</tr>
<tr>
<td>Number of SIG blog posts</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Number of comments</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total</td>
<td>3</td>
<td>32</td>
</tr>
</tbody>
</table>

In addition:
- Calls for papers (15)
- News from literature (20)
- SIG news messages (WP3)

### Intensify GALA social media

<table>
<thead>
<tr>
<th>Item</th>
<th>Year 1 (October 2011)</th>
<th>Year 2 (December 2012)</th>
<th>Year 3 (September 2013)</th>
</tr>
</thead>
<tbody>
<tr>
<td>FACEBOOK Likes</td>
<td>50</td>
<td>132</td>
<td>216</td>
</tr>
<tr>
<td>FACEBOOK Page stories</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>FACEBOOK People</td>
<td>105</td>
<td>427</td>
<td>717</td>
</tr>
<tr>
<td>TALKING about the page</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>TWITTER Followers</td>
<td>193</td>
<td>297</td>
<td></td>
</tr>
<tr>
<td>TWITTER Mentions</td>
<td>109</td>
<td></td>
<td>395</td>
</tr>
<tr>
<td>LINKEDIN GALA</td>
<td></td>
<td></td>
<td>130 members</td>
</tr>
<tr>
<td>LINKEDIN SG/Gamification</td>
<td></td>
<td></td>
<td>4153/3932</td>
</tr>
</tbody>
</table>
Improve communication interfaces with WPs

Cross WP Working sessions

i.e.
- Stakeholder Community Building
- Joint deliverable D4.19
- Joint approach to website alignment (both functionally and technically – Joomla-Elgg)

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Key publications on website

- A list of selected papers at http://www.galanoe.eu/index.php/breaking-news/publications
- References only

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Basic slides set of GALA

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International Journal of Serious games

- Website
- Editorial board
- Call for papers
- First issue: January 2014

Benefits of SGS

- Students
- Individuals
- Organizations

Metrics

<table>
<thead>
<tr>
<th></th>
<th>Target 2013</th>
<th>Result 2013</th>
<th>Target 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>GALA website: number of visits</td>
<td>17000</td>
<td>18274</td>
<td>10000+SGS</td>
</tr>
<tr>
<td>GALA website: Unique visitors</td>
<td>10000</td>
<td>11705</td>
<td>5000+SGS</td>
</tr>
<tr>
<td># blog posts</td>
<td>45</td>
<td>110</td>
<td>100</td>
</tr>
<tr>
<td>Twitter: Followers</td>
<td>250</td>
<td>297</td>
<td>250</td>
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<tr>
<td>Twitter: tweet mentions</td>
<td>150</td>
<td>355</td>
<td>350</td>
</tr>
<tr>
<td>Facebook: Likes</td>
<td>150</td>
<td>216</td>
<td>200</td>
</tr>
<tr>
<td>Special issues</td>
<td>2</td>
<td>2</td>
<td>1</td>
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<tr>
<td>GALA conference</td>
<td>1</td>
<td>1</td>
<td>1</td>
</tr>
<tr>
<td>SGS journal</td>
<td>-</td>
<td>-</td>
<td>1</td>
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<td>Joint conference contributions</td>
<td>3-4</td>
<td>3-4</td>
<td>3-4</td>
</tr>
</tbody>
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Thank you for your attention!