Branding and Marketing Your Project
Pre-Planning
Project Names

Should be Easily Distinguishable
Can be Abbreviated or have an acronym
Should be identifiable to your audience

always run a google search and a scholar search on any project name
Example Brand

High Performance Sound Technologies for Access and Scholarship (HiPSTAS)

first institute: “a side”
second institute: “b side”
Project Websites

while the URL for a project may be unique, think carefully about how many sites you are prepared to manage.

Who is going to maintain the project? Will you always have time, money, or support to update it?

Wordpress Multisite as a maintenance solution
Where does your audience talk online? (twitter, facebook, instagram, flickr, etc.)

Is this the only project you ever intend to do or will you build off of it?
Twitter

hashtags #keyword
no more than 6 characters

account: @
no more than 10 characters
every character used is one less in the message
Follow your stakeholders
Follow your partners

Where possible, tweet regularly and with time between tweets

Pre-schedule your tweeting! (Tweetdeck to manage multiple accounts)
Harvesting

collect all tweets on your project from the 1st day

TAGS 5.0.1: http://mashe.hawksey.info/2013/02/twitter-archive-tagsv5/
Consider your community before opening an account

Are you willing to post/maintain/friend regularly?

Link your twitter account to Facebook to auto-publish
If your project exists in a physical space, can you make it a destination for contributors?
Press Releases

Award of Funding
Documenting Your Progress
When New Partners Join
When You Publish/Present
Release of Products
Press Release Components

Project Title and Abstract
Message/Update
@ for funders
@ for partners
Website Link
Quote from Pertinent Person
Press Release Audience

Project Staff
Campus Stakeholders
  - college, library, research office, press office
External Partners
Funders
News Outlets
Meet regularly with university press officers

What stories can be told about your project?

When people know what you are doing, they can help advertise your work
You are ready to discuss your work publicly:

• As soon as you start (project generation)
• In progress (issues you are dealing with, partner seeking)
• Midterm (initial results)
• Final Products (successes and failures)
Timing is Everything

Coincide your major project deliverables with:

• deadlines for conferences
• funding deadlines
• start of academic year