iPRES communications framework

This document is created by the members of the 2024 iPRES Communications Subgroup: Barbara Sierman, Angela Puggioni, Marcel Ras, Jan Hutař, Daniel Noonan, and Stefan Strathmann.

1. Background

iPRES activities and events aim to bring together all parts of the global digital preservation community to exchange ideas, research, and good practice as well as to create spaces that foster mutual support. According to the iPRES statement of principles, one way to achieve this is by facilitating open and transparent community discussions. Additionally, the statement emphasizes that all communications within the community should be welcoming and transparent.

2. Purpose

The purpose of this communications framework is to provide clear guidelines on how to effectively communicate information related to the iPRES conference series and iPRES affiliated activities and events. This framework aims to ensure that all communications are consistent, transparent, and aligned with the conference's objectives. It describes the intended audience, communication channels, processes, and necessary resources.

2.1 Objectives

- Ensure timely and accurate dissemination of information
- Promote the conference series and its activities to a wide audience
- Engage with stakeholders, including participants, sponsors, and partners
- Foster a sense of community and collaboration among attendees

3. Audience

The audiences for this framework are:

- Current and potential iPRES conference hosts
- Steering Group
- iPRES conference participants
- Sponsors and potential sponsors
- Digital Preservation Community interested in the iPRES activities
- Interested people in general

4. Topics that will be communicated

iPRES communication could include following themes and topics towards the intended audience:

- iPRES Steering group governance documents
- iPRES Steering group and related subgroups work and process documents (STG meeting minutes)
- Information about iPRES conferences, past and future conference hosts and host related documentation
- Lessons learned, reports and summaries of the previous iPRES hosts
- iPRES conference proceedings and links to previous conference websites, programmes
- Activities and cooperation with other related networks, bodies and communities

5. Communication channels

- iPRES conference website: The primary source of information about the conference series, including governance documentation, the Code of Conduct, the proceedings and information for future hosts of iPRES.
- Email: Updates from STG calls and important announcements will be sent regularly via the digital-preservation-ipres@jisc listserv; relevant mailing lists will be used for promoting the iPRES conference series as well.
- Social Media: Active use of current social media platforms to share updates, promote the iPRES conference series and other relevant events, and engage with the community.

6. Communication style

- Ensure all information shared is accurate and up-to-date.
- Use clear and concise language to communicate messages effectively.
- Maintain a consistent tone and style across all our communication channels.
- Share information that is relevant and valuable to our digital preservation community.
- Use inclusive language and consider diverse perspectives in all communications.

7. Roles and responsibilities

The table below describes the existing roles and responsibilities in relations to communications in the iPRES STG (other roles and responsibilities are not yet defined).

Roles	Tasks
iPRES website liaison	website maintenance website content maintenance iPRES STG Listserver maintenance
iPRES STG chair	update iPRES STG governance documents website content maintenance iPRES Listserver maintenance dissemination of STG news
Communications subgroup representative	coordinate work in Communications subgroup website content maintenance
Social media coordination	social media support and maintenance