

INTERSOCIAL-I1-1.2, Subsidy Contract No. <I1-12-03>, MIS Nr 902010

**European Territorial Cooperation Programme**  
**Greece-Italy 2007-2013**



**INTERSOCIAL:** Unleashing the Power of Social Networks for Regional SMEs

**Deliverable D5.1.1.b: Report on the seminar on social web**

**Action 5.1: Technology Seminars**  
**WP5: Training and Knowledge Transfer**

Priority Axis 1: Strengthening competitiveness and innovation  
Specific Objective 1.2: Promoting cross-border advanced new technologies

*Financed by the European Territorial Cooperation Operational Programme "Greece-Italy" 2007-2013, Co-funded by the European Union (European Regional Development Fund) and by National Funds of Greece and Italy*

Report on the seminar on social web

Deliverable D5.1.1.a Action 5.1

Workpackage WP5: Training and Knowledge Transfer

Responsible Partner:	Euromed Cultural Heritage Agency (P4)		
Participating Partner(s):	All		
SAT:	UOI (LP)		
WP/Task No.:	WP5	Number of pages:	14
Issue date:	2013/10/31	Dissemination level:	Public

Purpose: Report on the organization and the results of the second INTERSOCIAL project

Results: Knowledge transfer among the participants about strategies on social network communication regarding the promotion of cultural heritage and the culture in its widest sense, transfer of technology know-how regarding the use of social web.

Conclusion: There is an increasing interest on social web but to successfully explore the opportunities offered many aspects (technological, economic, social and cultural) need to be addressed. It's very important to have a social network strategies believable and precise.

Approved by the project coordinator: Yes

Date of delivery to the JTS/MA: 2013/10/31

Document history

When	Who	Comments
2013/10/24	U Villani Lubelli	Initial version
2013/10/26	Project Management Team	Update
2013/10/30	E. Perrone	Minor corrections – photos - list of participants

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## Report on the Seminar on Social Web

### Section 1 Overview

In recent years, we have witnessed an unprecedented growth of social networking. Social networks offer new means and forums for world-wide product promotion as well as huge repositories of data for advanced market analysis and trend identification. Social networks have revolutionized communication. They have become an extraordinary means of dissemination of ideas, products and projects. It is clear that social networks have become an indispensable tool for any company wishing to grow. They have an extraordinary ability to persuade and influence our choices.

The InterSocial project, funded in the frame of the Territorial Cooperation Program aims at exploring social networking to enhance the competitiveness of small and medium enterprises (SMEs) in neighboring regions of western Greece and south Italy. In particular, the project aims at promoting advanced new technologies as related to the use of social networking to both (a) improve the web presence of SMEs and (b) use information provided by such sites for targeting advertisement and adaptive service provision.

The “2<sup>st</sup> InterSocial Workshop on Online Social Networks: Social Networking as a New Knowledge System: Strategies and Perspectives for the future” was the second public activity of the project. The workshop focused on strategies for social network communication applied to enhancement of cultural heritage. The objective of the workshop was to bring together researchers and practitioners to discuss the challenges and the perspectives of social networks and in particular the opportunities that social networks offer to the SMEs of the deprived regions of the south Europe, also with respect to the current conditions of the economic crisis.

The event took place on October 18, 2013 in the Euro-Mediterranean Cultural Heritage Agency in Lecce. It has drawn the attention of a wide audience in the regions concerned, beyond the project partners.

The program of the workshop included talks both from both the academic and the non-academic world and in particular from the commercial and business world, but also Writer and Philosopher. The speakers brought various perspectives, including technology aspects with regards to software tools and innovative algorithms, social sciences, communication theorists and economics. Examples of good practices were presented referring to sectors such as learning, games, cultural institutions, and retail and manufacturing.

This report includes material regarding the preparation, program and attendance of the workshop.

## Section 2 Preparation and Publicity

To attract a wide audience, the organizers undertook a number of publicity actions on the web site of the Euro-Mediterranean Cultural Heritage Agency.

A *call for contributions* was issued (see Appendix I).

The event was advertised in many places.

In particular, related announcements were posted many times in a variety of social web sites, including social networking sites (in particular, Facebook and Twitter).

The event was also featured in *Il Quotidiano di Puglia* (see Appendix II), one of the oldest and most well-known newspapers of Lecce and Salento. Other sites where the event appeared include among others:

- allevents.in  
<http://allevents.in/events/intersocial-workshop-on-online-social-networks-social-networking-as-a-new-knowledge-system-strategie/153290851548339>
- wherevent.com  
<http://www.wherevent.com/detail/Ubaldo-Villani-Lubelli-Intersocial-Workshop-on-Online-Social-Networks-Social-Networking-as-a-new-Knowledge-System-Strategies-and-perspectives-for-the-future>
- Salentoweb.tv  
<http://www.youtube.com/watch?v=tmDD6tNW6Ag>
- Giornaledelsalento.it  
<http://www.giornaledelsalento.it/index.php/economia/item/4738-secondo-workshop-del-progetto-comunitario-intersocial-dedicato-ai-social-media>
- salentoweb.tv  
<http://www.salentoweb.tv/video/8161/intersocial-incima-ospite-workshop-comu>
- loredanadevitis.com  
<http://www.loredanadevitis.com/it/events/workshop-on-online-social-networks/>
- salentochannel.it  
<http://www.salentochannel.it/intersocial-incima-ospite-del-workshop-comunitario-sui-social-network/>
- it.evensi.com  
<http://it.evensi.com/eventspage/106959417>

Updates, news, photos and videos of the workshop were posted and shared in real time, on Twitter and Facebook.

All news and press clips were also posted on the Euro-Mediterranean Cultural Heritage Agency website ( [www.agenziaeuromed.it](http://www.agenziaeuromed.it) ).

### Section 3 Program and Participation

The event took place at the Euro-Mediterranean Cultural Heritage Agency in Lecce on Friday October 18, 2013. The program included four invited talk, 11 presentations covering various aspects of social networking organized in three sessions (see Appendix III).

The *first session* included four talks focusing mainly on **Social Media Marketing for Local SMEs**. The first paper “*The Introduction of Social Media Tools to Greek SMEs: A Case Study*” by Papachristos Eleftherios (from the Univ. of Patras). The second paper “*The ESA Tool for Enhancing Local SMEs*” by Nicole Novielli and Fabio Calefato. (from the Univ. of Bari). The third paper “*SONETA a Tool for Supporting SMEs Social Presence*” by Ioannis Ioannidis (from the Univ. of Patras). The fourth paper was the invited talk. The **invited talk** was delivered by Eliana De Gennaro for InCim@ Social Network Strategies. InCim@ is a start-up wich specilizes in social media communication and is one of the most important and well-known in Salento. She talked about “*How to Promote Cultural Heritage trough the Social Network*” (see the video on Youtube <http://www.youtube.com/watch?v=acXwmY2Jkjk>)

The *second session* included five talks on **Social Networking: Strategies and Practices**. The first paper on “*How People Describe Themselves on Twitter*” by Evaggelia Pitoura (from the Univ. of Ioannina). The second paper was on “*Analyzing FourSquare Tips*” by Ioannis Kotrotsios (from the Univ. of Ioannina). The third paper was the secon invited Speakers. Loredana De Vitis, a writer and indipendent artist, talk on “*An artistic Strategy in Working with Words: How I Narrate trough the Web*”. The fourth paper was another invited Speakers. Massimiliano Beccarisi, a Woodworker (<http://www.perfareuntavolo.it/>) talk on “*The Role of Social Networks in the Promotion of a Wood Artisan*”. The last invited Speakers was Mario Carparelli (Philosopher). He talk about “*The “unknown philosopher” Giulio Cesare Vanini (1585-1619) and His Official Facebook Fan Page*”.

The *third session* focused on **Intersocial Tools** and included two presentations. The first paper “*Trust Building in Customers-Supplier Relationships: an Empirical Study*” Nicole Novielli (from the Univ. of Bari). The second paper of the last Session was “*The Intersocial Monitoring Tool*” by Ioannis Kotrotsios (from the Univ. of Ioannina)

The workshop was very well attended. They were about 16 registered participants (see Appendix IV). They were also a lot of many walk-ins.

## Section 4 Conclusions

The InterSocial Workshop on “Social Networking as a new Knowledge System: Strategies and Perspectives for the Future” was the second public activity of the InterSocial project. It took place on October 18, 2013 in Lecce.

The event was well attended by a wide audience including researchers, business consultants, people from SMEs and cultural world showing the increased interest on the topic. The program of the event included invited talks and various talks covering technological aspects, learning, social aspects and social communication strategy. Throughout the workshop, they were vivid discussions among the participants.

## APPENDIX I: Call for Contributions

### **Social Networking as a new Knowledge System: Strategies and perspectives for the future**

Transmitting culture is easy. You simply create a Facebook page, a profile on Flickr, Twitter or YouTube. But if signing up to social networks is not difficult, coordinating their use in a strategic way at the level of communication is more complex, since it requires specific expertise. Social networks have become an extraordinary means of dissemination of ideas, products and projects. It is clear that they have become an indispensable tool for any company wishing to grow.

There is not, however, a strategy common to all: each has its own strategy based on the individual company. Communicating via social networks is inherently different from communicating via the media, where the message is prepared and delivered to a pre-defined audience in a way which is the same for everyone. A communication strategy on the social network is, and must necessarily be, shaped and modulated, according to what one wants to communicate, the communities with which one wants to interact and the environment in which it operates.

The social network is therefore meant to be a service whose primary function is to allow or facilitate the organization and management, via the Internet, of a map of one social community through offering the facility of being able to create and share content, conversations, or other social tools.

In particular, in regard to the enhancement of Cultural Heritage social networks can be a powerful tool of development and communication. It is possible to summarize their function briefly in two essential points: 1) they allow or facilitate the management of social relations; 2) They are a means but not a medium in the sense of "intermediary" (as in the mass media) but in the sense of a social tool, social media. The social network is therefore meant to be a service whose primary function is to allow or facilitate the organization and management of a map of a social community.

Social networks offer new means and forums for world-wide product promotion as well as huge repositories of data for advanced market analysis and trend identification. Social networking creates in fact a new system of learning and knowledge. The web as a new medium triggers a real social transformation, as well as a new way of thinking and communicating.

This 2nd InterSocial Workshop on Online Social Networks will focus on strategies for social network communication applied to the enhancement of cultural heritage and culture in the broad sense.

The objective is to bring together researchers and practitioners of social media who discuss the challenges and the perspectives of these new media and in particular the opportunities that they offer to the SMEs of the deprived regions of the south of Europe, in particular in the current conditions of the economic crisis.

We would like to finish with the request for your proposals, which you may send until October 7, 2013 preferably (uvillanilubelli@hotmail.com), and be glad to welcome you to the 2nd InterSocial Workshop on Online Social Networks.

Please feel free to forward this invitation to colleagues who are not yet in our mailing list or send us the addresses of anyone interested. Thank you!

# APPENDIX II: Article on Il Quotidiano di Puglia and Photos

CONVEGNO A LECCE DELL'AGENZIA PER IL PATRIMONIO CULTURALE EURO-MEDITERRANEO

## Social network, nuovo strumento dell'economia

di Ubaldo VILLANI-LURELLI

I social network hanno rivoluzionato la nostra comunicazione. Sono diventati degli straordinari mezzi di diffusione di idee, di prodotti, di informazioni e di progetti. Del resto, come ha scritto Kevin Kelly in Quello che vuole la tecnologia, "la storia delle idee è una storia di comunicazione, nel senso corretto di come tra le persone". Un social network, letteralmente, non è altro che un gruppo di individui legati tra loro da diversi legami sociali, casuali, di lavoro o familiari.

Tuttavia, le reti sociali non sono un'invenzione di oggi, ma sono sempre esistite. Già per il filosofo greco Aristotele il uomo per natura è un essere sociale". Ha sempre avuto l'esigenza di creare connessioni. Ma la necessità di "fare rete"

Alle 10.30 presso l'ex Conservatorio

Comincerà oggi alle 10.30 a Lecce, presso l'ex conservatorio Sant'Anna, sede dell'Agenzia per il Patrimonio Culturale Euro-Mediterraneo, il convegno "Workshop on Culture Social Networks: Social Networking as a new Knowledge System: Strategies and perspectives for the future". Al convegno, organizzato nell'ambito di "Innocentia", partecipano con l'Agenzia le Università di Bari, Paternò e Bannona. L'obiettivo del progetto è mettere in evidenza la necessità di capire che i social network hanno assunto nella nostra comunicazione una per esplicita di promozione e possibilità di crescita economica e commerciale per le piccole e medie imprese.

La vera rivoluzione che ha investito anche il mondo dell'impresa. Secondo la seconda edizione dell'Osservatorio Italia sull'uso dei social network da parte delle piccole e medie imprese, c'è stato un aumento dell'utilizzo dei social network dal 32,5 al 50,9 per cento negli ultimi due anni. Secondo le stime dell'International Federation of Digital Marketing, negli Usa, le spese per la promozione sui social media passerà da 2.217 miliardi di dollari nel 2014 a 3.119 nel 2014. Le aziende spenderanno sempre di più per il marketing sui social media.

Gli operatori della comunicazione sono stati abituati, in passato, a grandi e sostanzialmente ben consolidate di pianificazione, ma comunicare con i social network è radicalmente diverso rispetto a comunicare con i mass media, dove il messaggio è predefinito e consegnato in modo uguale per tutti. Nei Social Network la comunicazione procede a impulso, l'utente vuole essere informato, vuole dialogare e contribuire a co-

struire un prodotto, un servizio e, perché no, anche una società migliore. Non è un caso che Michael Nielsen, nel suo libro "La nuova via della scoperta scientifica", sostenga che "la condivisione, la connessione e la modalità di interazione online possono anche rendere collettivamente migliori e più intelligenti". Nei social network, come nei rapporti umani, essere sinceri, trasparenti e coinvolti è motivo di successo e soddisfazione reciproca. Nel social networking 2.0, invece, non c'è niente di peggio che trasmettere sensazioni di superficialità, falsità o disinteresse. Nessuno ci sa granché. Mentre la nostra passione creerà "community".

## APPENDIX III: Programme

### **Social Networking as a new Knowledge System: Strategies and Perspectives for the Future**

Lecce, 18 October 2013, Via Libertini 1 (ex Conservatorio Sant'Anna) - The Euro-Mediterranean Cultural Heritage Agency

#### **AGENDA**

10.30-10,45 – Welcome and Opening Remarks

#### **10,45-13,00 Session 1 : Social Media Marketing for Local SMEs**

Chair: Ubaldo Villani-Lubelli

10,45-11,15: Eleftherios, Papachristos (University of Patras): The Introduction of Social Media Tools to Greek SMEs: A Case Study.

11,15-11,45: Novielli, Nicole (University of Bari, Italy): The ESA Tool for Enhancing Local SMEs

11,45 – 12,00 Coffee break (Gelateria South, Via Libertini)

12,00-12,30: Ioannidis, Ioannis (University of Patras, Greece): SONETA a Tool for Supporting SMEs Social Presence

12,30-13,00: De Gennaro, Eliana (InCim@ Social Network Strategy, Lecce): How to Promote Cultural Heritage through the Social Network

#### **Lunch Break**

13.00 – 14.30

#### **14,30-16,20: Session 2 : Social Networking: Strategies and Practices**

Chair: Ubaldo Villani-Lubelli

14,30-14,50: Pitoura, Evaggelia (University of Ioannina, Greece): How People Describe Themselves on Twitter

14,50-15,10: Kotrotsios, Ioannis (University of Ioannina, Greece): Analyzing FourSquare Tips

15,10-15,30: De Vitis, Loredana (Writer): An Artistic Strategy in Working with Words: How I Narrate through the Web

15,30-15,50: Beccarisi, Massimiliano (Woodworker): The Role of Social Networks in the Promotion of a Wood Artisan

15,50-16,10: Carparelli, Mario (Philosopher): The “Unknown Philosopher” Giulio Cesare Vanini (1585-1619) and His Official Facebook Fan Page

16,10-16,45: Coffee Break

#### **16,45-17,45: Session 3 : Intersocial Tools**

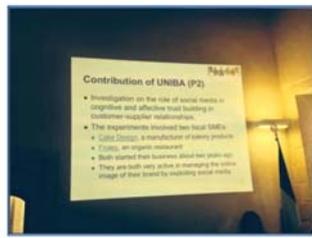
Chair: Ubaldo Villani-Lubelli

16,45-17,15: Novielli, Nicole (University of Bari, Italy): Trust Building in Customer-Supplier Relationships: an Empirical Study

17,15-17,45: Kotrotsios, Ioannis (Univerity of Ioannina, Greece): The InterSocial Monitoring Tool

20,30: Dinner (Restaurant, Boccon Divino, Via Libertini)

## APPENDIX IV: Pictures of the event





# APPENDIX V: List of Participants




Co-funded by the European Union (ERDF) and the National Funds of Greece & Italy

INTERSOCIAL-11-1.2, Subsidy Contract No. <11-12-03>, MIS Nr 902010

European Territorial Cooperation Programme



**INTERSOCIAL: Unleashing the Power of Social Networks for Regional SMEs**

Deliverable D 5.1.1 : Organization of the 2<sup>nd</sup> seminar  
Action 5.1 : Technology Seminar  
WPS: Training and Knowledge Transfer  
Greece-Italy 2007-2013

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