



Outreach & Social Media Plan

DirectHERS: Groundbreaking Women

Background

DirectHERS: Groundbreaking Women has developed an outreach plan and designed its social media presence aiming to engage academic and public audiences which could benefit from different project deliverables. The expectations the team has are disseminating the women directors' profiles supported by a search functionality as a useful resource for scholars, students and educators in gender and film studies; developing connections within the TEI/XML community; providing pedagogical tools and tutorials for Digital Humanities (DH) projects in similar technical framework and critically engaging with the current feminist debates around women's artistic production for non-English contexts.

Audiences

The project's most immediate audience is students and scholars in the fields of film and media studies, Area studies and DH who are interested in XML, or the general markup languages. The project hopes to provide a coherent and thoughtful XML tagset that can raise the visibility of women filmmakers' work and the context of their material production. The project's tagset will reflect issues that are not commonly addressed such as truncated financial funding, influences and inspirations, self-taught skills, etc. On the other hand, the project wants to participate with the larger DH community currently developing alternatives and finding creative ways to enhance the TEI guidelines and its structural components for encoding non-textual materials. At the same time, the project's team members will be reaching out to conferences and/or symposiums that celebrate women's history month. Our Project Manager is preparing for a short introduction of the project at a symposium on women and the digital media at the end of March. More details will follow soon. Finally, as the project evolves, the team will also attempt to engage with a more general audience, including film groups and women's collectives, and participate more in projects like [Art+Feminism](#).

Communication and Website

The team will launch a pilot website under GitHub Pages that presents five directors' profiles and a trial of the search engine by mid-April. However, if the team's designers and developers conclude that other alternatives are more suitable for the search engine to operate, the data and tools will be transferred to another platform at a later stage. The final *DirectHERS: Groundbreaking Women's* website will host all the materials that the team develops, including, but not limited to video tutorials, blog reflections, lab notes as part of the XML documentation and tagset dictionary/ies. To enhance visibility on the web we will use SEO (Search Engine Optimization) techniques like keyword research, on/off page optimization. Also, to understand how the project has been received by the audience, we will include google analytics to our website. This will enable us to monitor traffic to the site. We expect the website to serve as a hub for resources regarding the directors' profiles and we hope to include photos, trailers, or other visual material. If/when the team decides to launch the website accessibility standards will be reviewed and assessed.

Social Media Presence

The project's social media presence will be focused on Twitter and YouTube. Twitter will allow the project to share the work progression as the team reaches out to interested communities and engages in current conversations regarding markup languages used by similar projects.

YouTube will be a space to upload content and pedagogical resources regarding TEI/XML and, more specifically, the markup process designed by the team, the tagset and the DTD structures. The team also wants to build interest and presence around the GC campus and, in order to achieve this, the team aims to generate and post a QR code that directs users at the GC campus to the project's website. The public facing profiles will follow a calendar with drafted tweets, hashtags, and contents that the team reviews and approves on an ongoing basis for coherence and consistency. While the team does not necessarily expect to be posting on a regular basis, the creation of a social media presence is part of the main goals to build a strong network of partners and engage with a scholarly interested community.

Partnerships & Support

Throughout March the team will develop a list of internal and external consultants and start to reach out via email. The project's consultants will advise on technical aspects as well as provide content support. For technical advice the team will reach out to projects such as [Orlando: Women's Writing in the British Isles from the Beginnings to the Present](#) and [Women Writers Online](#) among other TEI groups of interest.

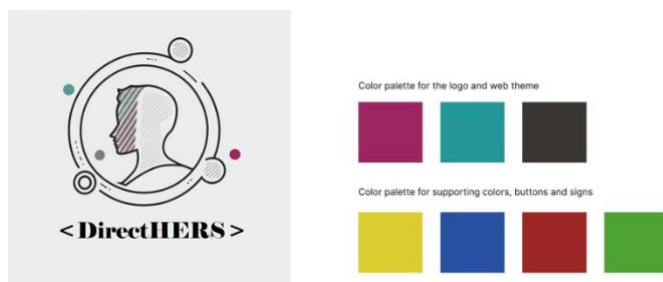
For content support, the team will work with Dr. Colleen Laird and some other researchers in film studies introduced by Dr. Laird. Finally, with the aid of Dr. Bret Maney and the GC Digital Fellows, the team will be reaching out to potential users, primarily GC students and/or teachers. The team hopes that this helps the incorporation, from an early stage, of the user's perspective which will foster the markup process and practices. For a full list of consultants see [here](#).

Sustainability

The team hopes that the scope of the search engine could grow over time and serve as a pilot for other types of encoding work on women's artistic production in non-English or non-Western contexts. We will also host a GitHub repository where the TEI/XML files, tagset dictionary and other important data could be reviewed and used by others for further studies.

Branding

The Project Manager and the team are working on creating a logo with an associated color palette that will contribute to the uniqueness and recognizability of the project. The color palette will also be applied to the project's website, its social media profiles and other channels that might be deemed relevant. See drafts below.



Calendar

Goal	Dates	Outcome
Pilot Website	March to first week of April	Preliminary Phase: GitHub page with five directors' data and a search functionality
Twitter & YouTube accounts	March to the first week of April	Creation Phase: drafting posts and designing banners
Email Advisors & start reaching out to consultants	April	Refining Phase: gathering technical and content support
Reach out to potential partners	April	Dissemination Phase
Reach out to potential users	May	Testing Phase