READ-IT Social Media champion brief (outline)

Are you interested in the history and practice of reading in Europe from c.1700 to the present, digital cultures, and digital tools for researching reading? Are you active on social media? Are you willing to give up c.15 minutes each day to support the exciting Reading Europe Advanced Data Investigation Tool (READ-IT) project? If the answer is yes, why not join us as a 'Social Media champion'? We are currently looking for up to 5 social media champions (one per language area) to promote the READ-IT project.

1. Czech, based in Czechia (to cover Czechia);
2. Dutch, based in the Netherlands (to cover the Netherlands, Belgium and Dutch speaking territories outside Europe);
3. French, based in France (to cover France, Belgium, Luxembourg, Switzerland, and outreach to the Francophone world outside Europe);
4. German, based in Germany (to cover Germany, Austria, Switzerland, Belgium, Luxembourg, Liechtenstein);
5. Italian, based in Italy (to cover Italy and Switzerland).

You should be a native speaker of one of the above languages and should also be fluent in English and able to provide quick and accurate translations between English and your mother tongue language. Ideally, you will be a student working on some area of reading studies, digital humanities, or literary research, and have a personal interest in the broad issues of reading in Europe from c. 1700 to the present day.

What you will need to do

You main role as a 'social media champion' is to promote the READ-IT project via Twitter, using your own Twitter account, on a daily basis, and encourage people to follow the project Twitter account. Your secondary role is to write a short news or events item for the READ-IT project webpage at https://readit-project.eu/ every 2 months (6 times per year). Below is the work outline expected from you.

On **Twitter**:

1. Translate, tag and retweet (as an attached message to the existing thread) every single post from the @eureadit Twitter account, as they appear. So if you are the Czech social media champion, you will translate into Czech each English tweet from **@eureadit**, and then hashtag **(#)** or send **(@)** to all relevant scholarly, research, cultural or charitable organisations in Czechia (funding councils; reading organisations; ministries of education and culture; national library; relevant community groups; major publishers etc).
2. Post your own tweets on any relevant event or news around the history and practice of reading and the development of digital tools for research about reading in your nation/language. If you are the German language champion for example, this might include posting news, reports or activities of "Stiftung Lesen". Each tweet must be relevant to READ-IT, and sent directly to **@eureadit** and **@in2_tweet** and hashtagged with **#READIT**
3. Through your Twitter presence, drive traffic to our YouTube 'Who's Who' channel at https://www.youtube.com/playlist?list=PLiUzMkrWK6CvNkxa-EMHPDwX23VX5ChqN and our Project Website at https://readit-project.eu/ on a regular basis.

On Twitter, we would ideally expect daily activity, i.e. a tweet or re-tweet each day.

On the **project website**:

1. you would also be required to write a short news or events item (100-200 words) for the READ-IT project website every **2 months**. This news item could be a review of an event organised by members of the READ-IT team, or a relevant external conference, workshop or event that you think will be useful to the consortium, or news from research councils, cultural organisations, museums, reading charities, etc.

2. You will need to send your news item in **both your original language** (e.g. Czech, French, Dutch etc) and in **English translation**, to READ-IT@open.ac.uk for posting on the website. Your authorship will be clearly attributed.

If you have expertise in other social media platforms (Facebook; Instagram etc) that would be welcome, but not essential. You will also be invited to join the **READ-IT project's dedicated Slack dissemination** channel for ease of communication.

Estimation of workload, time duration

The social media champion post is available from **1 March 2019** until the end of the project, i.e. **30 June 2021**. In terms of the Twitter and website work, this should take **no more than 15 minutes per day, or 1.5 hours per week.** The main priority here is frequency of activity, rather than time spent. We would expect you to tweet or re-tweet on a daily basis Monday to Friday, whenever possible.

Line management

For any general advice or support about social media engagement, please contact the READ-IT PI2 and dissemination lead (Shafquat Towheed) and his team at The Open University (UK) via the READ-IT@open.ac.uk inbox, via the Slack dissemination channel, or via Twitter direct message. Ordinarily, for any practical matters or advice, your manager will be your national contact point. The national contact points are:

- Czech/Czechia: Michael Wögerbauer (Institute of Czech Literature), woegerbauer@ucl.cas.cz
- Dutch/Netherlands: José de Kruif (Utrecht University), j.dekruif@uu.nl
- French/France: Brigitte Ouvry-Vial and François Vignale (Le Mans University) bouvry@univ-lemans.fr and francois.vignale@univ-lemans.fr
- German/Germany: Corinna Norrick-Rühl (Johannes Gutenberg University) norrick@uni-mainz.de
- Italian/Italy: Damiano Rebecchini (Universita Degli Studi di Milano) damiano.rebecchini@unimi.it and Lodovica Braida lodovica.braida@unimi.it

Payment and benefits

Unfortunately, this is a voluntary position and there is **no fixed payment** for this role. However, with the permission of your national lead, you will have the following opportunities:

- List the 'social media champion' volunteer position on your curriculum vitae (CV);
- Use the title 'social media champion for READ-IT' on your social media profile;
- Use any of the research materials and resources from the READ-IT project for your own research;
- Attend for free all READ-IT events;
- Grow your own research profile via the consortium and demonstrate your expertise in social media dissemination.

We will also investigate (via the national PIs) whether there is any resource to support you in attending a conference or public engagement event during the project period.

What do I need to do if I am interested in this post?

Please send an email outlining your suitability for the role, together with a brief CV (1 page) attached, to your named national contact point (see above), and also copy in the Consortium dissemination team at READ-IT@open.ac.uk, by **28 February 2019.** Any informal questions can be sent to READ-IT@open.ac.uk or via Twitter direct message @eureadit. Apply now!

Dr Shafquat Towheed (PI-2, Dissemination) on behalf of the READ-IT team, 4.02.2019