

WEEK 1

**#etivity1 - get to know each other - cos18**

**Purpose:** become active and start to interact

**Task:** Say hello and write some lines about yourself - maybe add a link to your online profile(s).

**Interaction:** Read the messages of the other students and react.

**PS:** Nobody is perfect ... and our English isn't perfect as well ... so don't worry too much about your texts and please try to understand my English

**PPS:** Post questions and answers about Slack in the [channel slack-tipps](#).

**Result:** getting connected document with all web-identities

[https://contentgraz.slack.com/files/U03HA04G1/FDC5KJGGH/COS18\\_-\\_getting\\_connected](https://contentgraz.slack.com/files/U03HA04G1/FDC5KJGGH/COS18_-_getting_connected)

**#etivity2 - motivation for the COS program**

**Purpose:** reflect your decision for the COS program

**Task:** Think about the questions

- How did you learn about COS?
- Why did you want to participate?
- What topics are you looking forward to?
- What will be the greatest challenge for you?

and share some of your insights with the group. Don't write the same aspects again. If you already have answered some of the questions in #etivity1 add something new in this channel!

**Interaction:** If you want to know more about the motivation of one of your fellow students ask!

**Result:** my personal summary of etivity2

**D...**

Studied PhD information systems. Content is king and needs strategy.

**M..**

Saw it again in an Instagram story

Fits perfectly with my current job responsibilities

**S..**

A friend told me about cos

Our customers never deliver high quality content, nobody knows what good content should look like

**K...**

Heard about cos at FH Joanneum

I want to learn something new and extraordinary

I'm not a night owl

**M...**

Learned about cos through research

Like to get the whole perspective

**N...**

My friend, a cos-alumni told me about cos

Innovation pure

**J...**

Graduate from FH Joanneum

Want to leave the content chaos behind - love to bake little idea cakes

**K....**

Online research on the cos program

The right time to learn something new. I want to create content for my customers to reach their business goals

**F....**

Was involved with a Josef Ressel center at FHJ

It's perfect time to specialize

**E...**

Aim to combine forces for my own studio

Put better data behind my actions and offers

**E...**

Followed the program from time to time. A friend from cos17 told me

Cos as an integral part of a whole experience

Curious about everything data-driven

**S...**

Read through 400 master programs

Like the cos structure and practical orientation

**S...**

Cos suits best to my future goals

Everything starts with data

**M...**

R B posted something... I felt a study program isn't adapting fast enough was hooked by cos

**C....**

A friend studying cos told me. Just quitted a master degree in media design

My boss is lecturing in the program

**S...**

one of my former colleagues told me

I want to change use our interesting content in an appropriate way

**L...**

COS fascinated me immediately

there is not a single class that doesn't not sound appealing to me

**S...**

I already knew the master program from a colleague from work

The whole program overlaps perfectly with the current responsibilities in my job

### **#etivity3 - slack tips**

There are many many many features and possibilities in slack.

**Purpose:** Learn how to use Slack

**Task:** Explore slack and share your slack tips and tricks with the group. Write your questions and tips as contribution in this channel.

**Interaction:** After some time collect the information in a common slack post (which everybody can edit).

**Result:** Slack Tips

USEFUL APPS:

GIPHY App - for sending GIF's: <https://get.slack.help/hc/en-us/articles/204714258-Giphy-for-Slack>

Trello for To-Do-Lists

Food train App for restaurants

Standuply App: reminds users to answer questions daily in a stand-up style  
<https://www.slack.com/apps/A355V71K7-standupiy>

Besides Trello, there is a range of integrations for Slack, e.g. Google Calendar, Twitter, Dropbox, Google Drive, GitHub and many others

List of Apps: <https://cos-socialization.slack.com/apps> or <https://www.slack.com/apps>

TIPS & TRICKS

hit the up-key to quick edit your last message

Use \* before and after the word/sentence you want to highlight

More ways to edit your messages: <https://get.slack.help/hc/en-us/articles/202288908-Format-your-messages>

Usefull keyboard shortcuts: <https://get.slack.help/hc/en-us/articles/217626598-Get-around-faster-with-keyboard-shortcuts> / <https://get.slack.help/hc/en-us/articles/201374536>

option to direct-message yourself – to take notes, collect links etc.

starred items: use them to collect contributions which are important to remember

share code snippets

Check your settings to get notifications of all threads (not only from threads you're active in)

OTHER

Slack has 2 podcasts for content marketing purposes: They're called "Work in progress" and "Slack Variety Pack"

## **#etivity4 - get to know each other (2)**

**Purpose:** get to know each other in an informal way

**Task:** Look around you (maybe out of the window) and describe what you see, hear, smell, feel, ... You can add a multimedia element as well. (original task of Gilly Salmon, the queen of e-moderating)  
<https://www.gillysalmon.com/>

**Interaction:** Read the messages of the other students and connect.

### #etivity5 - share your competences

**Purpose:** make your competences visible

**Task:** Describe shortly which competences you are bringing into the COS master program (don't be too ambitious or too modest). Your expertise could be concerning topics of COS, technical stuff, time management expertise, social skills as cooking or something else.

**Interaction:** Appreciate and be curios.

### #etivity6 - reflect your first week

**Purpose:** to pause for a moment and reflect the first week

**Task:** Stop doing anything, pause and then reflect the first week. How did you deal with all the discussions and interactions? What type of person are you: the "I read all" person, the "I give quick feedback and likes" person, the "I don't have a lot of time" person, another type of person? What was easy for you, what was difficult? What did you like, didn't you like? Share some of your thoughts with the group.

**Interaction:** Interact where you want to.

**Deadline:** Do this task on Friday or during the weekend - have it finished Sunday

**Result:** Summary

I like your reflections :slightly\_smiling\_face: and have some comments:

- (1) \*learning in online groups\* is the basis of our idea how you should learn in this study program - therefore \*interaction was king\* during this first week
- (2) the \*organization of a master program\* with large online parts is very complex and the schedule is a little bit scary. Therefore I wanted this first COS18 week free of admin infos and thoughts.
- (3) every \*course of the first semester\* has its syllabus (in a trello card) and several tasks (as well in trello cards) - means there is a lot of information. It's early enough for you to access this information in the last online week before we meet each other.
- (4) In this week and in the next week there are \*etivities which will help you to get to know each other better\*, by analyzing the infos already written in Slack posts.
- (5) And in week 2 the focus lies on \*getting a good start with RB and meeting everybody online in ZOOM\*

Have a nice week, Jutta

WEEK 2

### #etivity7: presentation of the group

**Purpose:** to get a better understanding for the cos18-group

**Task:** Present the cos18 group visually (or audible). There are 27 students in the cos18-slack who are communicating a lot. How could you structure this diversity and make an aspect of the group visible (or audible)?

Choose one topic / aspect - this task can be done as individual work or as group work (2-4 persons).

**Interaction:** Comment to the work of the others.

**Deadline:** 4. October night

#### Results:

COS-land video [https://files.slack.com/files-pri/T03180EM0-FDATZBHKM/download/cos-land\\_mp4](https://files.slack.com/files-pri/T03180EM0-FDATZBHKM/download/cos-land_mp4)

Motivation map [https://files.slack.com/files-pri/T03180EM0-FDARN4P0C/motivation\\_map\\_pdf](https://files.slack.com/files-pri/T03180EM0-FDARN4P0C/motivation_map_pdf) and motivation pdf [https://files.slack.com/files-pri/T03180EM0-FDB6UNDS9/motivation\\_pdf](https://files.slack.com/files-pri/T03180EM0-FDB6UNDS9/motivation_pdf)

COS1 circle <https://files.slack.com/files-pri/T03180EM0-FDB6UNS2Z/cos18>

The COS project – prezi <https://prezi.com/view/fhftNZpFu6T5oCQluMkS/>

Group quiz => COS18 statistics [https://files.slack.com/files-pri/T03180EM0-FDB6UTL21/cos18-statistics\\_pdf](https://files.slack.com/files-pri/T03180EM0-FDB6UTL21/cos18-statistics_pdf)

The Quest for the Content Treasure – text: [https://contentgraz.slack.com/files/UDACU9N8H/FDARN6SG4/the\\_quest\\_for\\_the\\_content\\_treasure](https://contentgraz.slack.com/files/UDACU9N8H/FDARN6SG4/the_quest_for_the_content_treasure)  
Map: [https://files.slack.com/files-pri/T03180EM0-FDC2XL7FZ/cos18\\_island\\_treasuremap\\_final\\_jpg](https://files.slack.com/files-pri/T03180EM0-FDC2XL7FZ/cos18_island_treasuremap_final_jpg)

Student directory - user: cos - pw: 20cos18 <https://melanie.preview.host/cos-student-directory/>

B... video <https://youtu.be/aNk7NR52IZ0>

### #etivity8 - write minutes

**Purpose:** to write collective minutes (ein gemeinsames Protokoll) of the ZOOM session with Rahel

**Task:** During the COS course you will get a lot of input online (and offline) and there will be a lot of discussion. Students are responsible to save this information for further use. Think about how to do it and try it out during the first ZOOM session.

**Interaction:** Collaborate on the minutes and negotiate about the final minutes.

**Result:** Minutes of the three sessions with Rahel

<https://docs.google.com/document/d/1sldpphq2RIUmMcA9Leo3VMlxUKt6jREjoY9pWciOO2g/edit#>

### **#etivity9 - reflect the ZOOM session with RB...**

**Purpose:** Attend and reflect the ZOOM online meeting / webinar with R

**Task:** Attend the webinar with Ron Thursday, 27.9. 7:30 pm and write a short reflection after the meeting. How did you like it? What was easy, was difficult .... with respect to technique but as well to group dynamics.

**Interaction:** Share & discuss your ZOOM experience!

## **WEEK 3**

### **#etivity11 - reflection in week 3**

**Purpose:** Pause for a moment and think about your experiences until now

**Task:** Write a short message about your thoughts in the middle of week 3. What was easy, what was difficult during the first 2,5 weeks in the COS study program. What was new? What is different from your reflection at the end of week 1?

**Interaction:** Comment on the reflections of others.

### **#etivity12 - presentation of the group (2)**

**Purpose:** to develop 4 posters for the presence week

**Task:** There were really nice results of etivity7 and I love your perspectives of the COS18 group :) Now I'm asking you to merge these results into 4 old-fashioned posters (yes, I know, it's a little bit difficult with the videos and the ...). But I'm sure you will succeed!

(Some technical stuff: A0, printable/druckfähig, 200 - 300 dpi, pdf - please make them available online without login).

**Interaction:** The posters will be printed and will be used in our first group activity on Tuesday, 16.10.

**Deadline:** Sunday, 14.10. 24:00 Sharp deadline :)

WEEK 4

### #etivity 13 – preparation: barcamp on Saturday 20.10.

**Purpose:** prepare a session for the barcamp

**Task:** The result of *etivity5: competences* was a list of competences from all of you which I used to form pairs, sometimes also 3 people, around a topic. These people should present their topic at the COS barcamp together. The groups are free to adapt the title of their barcamp session and to adjust the content. It would be great if COS18 students who already attended a barcamp can tell the others how it works.

**So:** prepare some slides or a flipchart (not too many, a barcamp is about discussion) and some questions for discussion.

**Result:** Write the final title of your session into Slack until Tuesday 16.10. Prepare the slides / the flipchart before the barcamp on Saturday.

**Interaction:** Share questions, concerns and solutions in Slack!

*Groups and topics for the barcamp:*

- D&K SEO-WS
- M&N: photos for messages/stories
- VL&E create graphical content
- S&D: WS around writing
- K&S&M: Social media marketing/content for social media
- V&J: Story telling
- S& M&S: connect/motivate people, get projects done
- E&C: WS about Tools
- M&S: how to structure problems/projects, make plans
- I&F: time and stress management
- M&E: creativity ws
- L&T: breaking down complex issues, strategic communication

### #etivity 14 - the "real" cos slack

**Purpose:** to get to know the "real" cos slack

**Task:** Our COS18 Slack was transferred to the "real" COS Slack.

After joining the "real" COS Slack look around. Search for the channels which begin with "cos18".

**Attention:** there are already all channels created for all semesters in this Slack! "Our" channels from the COS18-Slack have the prefix "cos18-". At the end of october I will archive them.

Use your knowledge of the cos18-start slack for the cos-slack. If you have any problems post them in this channel.

Direct messages and private channels were not be transferred. So please add your private cooperation channels to this Slack as well.

**Interaction:** Help each other

## **#etivity 15 - summarizing**

**Purpose:** to reflect what happened and what is open

**Task:** In these 4 weeks happened a lot. I tried to collect all etivities and their results in one document. There you can find the tasks of the Course Open space and portfolio (moderated by me), the Zotero task (moderated by L) and the Course Kickoff Workshop – What is Content Strategy? (moderated by R) with all results and useful documents. I also checked that they are available in the “real” COS Slack.

Please read the document and reflect what you have done, what you have learned, what you didn't succeed to do until now.

Write a short comment about these four weeks if you want to. In any case give feedback if something is wrong, or is missing.

As group think about what to improve, how to better help and organize yourself. Wasn't there a deadline list somewhere created by you?

**Interaction:** Add comments to your colleagues' messages if you want to.