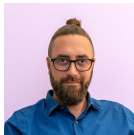


AIRR Community Meeting V: “Zooming in to the AIRR Community”

AIRR-C Communication Sub-committee Report

Dec 8th, 2020



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Overview and Mission

The AIRR-C Communications Sub-committee is responsible for communicating activities of the AIRR-C both internally and to the general research community.

25 virtual (GoTo/Zoom) Sub-committee meetings so far

Current Goals:

- 1) Update and maintain the AIRR-C web presence
- 2) Facilitate AIRR-C internal and external communications and outreach
- 3) Develop an AIRR-C “corporate identity”

Comms is currently maintaining the following social media resources:



Social media resource	Link to social media resource	Main purpose	Analytics
Website	https://www.antibodycommunity.org/the-airr-community/	Dissemination of AIRR-C related information	See: Appendix for page view statistics 21 News Posts created since last report
Youtube	https://www.youtube.com/channel/UCtG0yZKjFuiFbYF5tfrAMdA	Dissemination of AIRR-C meeting videos	Subscribers: 70 Total views: 2,357
Twitter	https://twitter.com/airr_community	Dissemination of AIRR-C related information	538 followers. Over the last 28 days, AIRR-C tweets have been seen 8000 times and the profile has been visited ≈150 times.
Linkedin	https://www.linkedin.com/company/the-airr-community/	Dissemination of AIRR-C related information	10 followers, 2 posts. dedicated hashtags: #airrcommunity and #theairrcommunity
Slack	https://airrcommunity.slack.com	Internal and external communication, complementary to https://b-t.cr/ forum	Members: >20

Current progress I

1 Logo

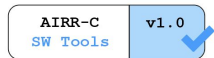
The official AIRR-C logo was adopted at the AIRR-C IV meeting and is now used on all social media platforms as well as written communication (letterhead). The logo and the letterhead are available for use and can be found in the Community Resources section of the website.



2 AIRR-C Software compliance badge

The software compliance badge was designed by William Lees, and a high resolution version was developed with the help of Fran Breden. The badge is now used for all AIRR-C compliant software.

AIRR-C sw-tools v1 compliant



Current progress II

3 Social media platforms

- The newest member to the AIRR-C social media family is the Slack workspace.
- Significant amount of effort goes into keeping the website updated with the new content and news posts.
- All social platforms are now represented as icons on the AIRR-C website rendering subscription easy.
- Designated hashtags on linkedin and twitter (#airrcommunity and #theaircommunity) as well as meeting hashtags (e.g. #AIRRC5 for the current meeting).

4 Email infrastructure

- We have established that each Working Group and Sub-committee have their own email address.
- However, we find that these email addresses are rather poorly adopted.
- Therefore, we are looking into how to further streamline communication among AIRR-C (and non-AIRR-C) members. Maybe via Google Groups?
- Let us know what you want and need!

5 Meeting communication

Comms supported the AIRR-C Meeting IV in May 2019 and AIRR-COVID Meeting in Sept 2020

- Through twitter dissemination before (event promotion), during (announcements of current speaker), and after (announcement of YouTube recordings) of the meetings,
- Pre-processing and uploading meeting videos to the YouTube platform
- Creation of save the date postcards (AIRR-C V(I) meeting)

Current progress III

6 Update on Newsletter status

In the previous report, we planned to establish a regular newsletter summarizing all ongoing AIRR-C activities and efforts. Due to time constraints and the pandemic overload, such a newsletter has not yet been established. It is on the agenda for the next cycle. We should note that we have actively created news posts about each significant AIRR-C related event that occurred in the reporting cycle.

7 QR code

QR codes enable quick access to the AIRR-C website when placed on posters and presentation slides. Please use the AIRR-C QR code on all of your posters moving forward!



8 Web presence

Significant work has been done on the website this past year including:

- Reorganized sections of the shared TAbS web space to enhance the AIRR-C presence including the creation of a dedicated AIRR-C banner for each AIRR-C page (See Figure 1)
- Created a right hand side column news section and meeting calendar section displaying on all AIRR-C pages (See Figure 1)
- Created a separate AIRR-C Member Resources section for members to access governance document, logos, Meeting slides and other “member only” resources
- Creating around one AIRR-C news item per month (announcements, save the dates etc.)

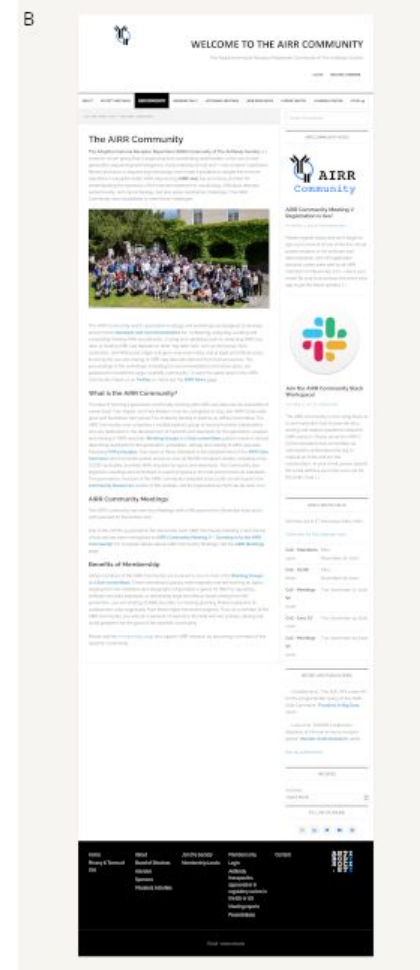
In support of AIRR-C Executive AIRR-C specific membership levels were added to the site and ongoing dissemination work has occurred for this membership campaign.

Website update

Screenshot of the AIRR-C website before the updates made during this cycle (A) and after (B).

(A, left side), the header, most elements in the sidebar, and social media icons, pointend to TaBS resources.

(B, right side), the side menu is dedicated to AIRR-C content, and the social media icons point to AIRR-C resources. The calendar shows the upcoming AIRR-C WG/SC meetings, which also helps visualize how active the Community is.



Proposed plans for the next cycle

Goals

1. Organisation of professionally produced **webinars** (financially supported by TABS), which will be on AIRR biology, AIRR data analysis and AIRR software usage. We believe these webinars will further the AIRR-C mission, which is to disseminate AIRR-relevant knowledge and best practices.
2. Develop a **strategy** for widespread adoption of AIRR-C standards: How do we encourage the community of non-AIRR-C members (researchers, policymakers, journal *etc.*) that generates and uses AIRR-seq data to adopt AIRR-C standards? *Since 2017, standards have been developed, but now should be adhered to. How do we achieve this?* We have already started to draft such a strategy. In the next cycle, we aim to contact all Working Groups and Sub-committees, to develop a final plan) and then put it into action.
3. **Support the Meeting SC** in dissemination and communication for AIRR-C Meeting VI in December 2021.
4. Create a **news showcase post** on each WG after significant WG milestones are met
5. Continue to support the AIRR Community in all **communication and dissemination activities**: news in the website, podcasts, tweets... What do you need? We are open to suggestions!

Resources: Focus lies on maintenance of the existing social media ecosystem. No addition of new social media outlets planned for now.

Proposed SC/WG Co-leaders: Jean-Philippe Bürckert and Susanna Marquez (Victor Greiff will step down as Co-lead in case of him being voted Chair-elect)

Committee members: Jamie Scott will leave Comms effective Jan 2021. Pam Borghardt and Victor Greiff will continue as members.

Are there any student representatives that would like to join?