

## PASCAL Online

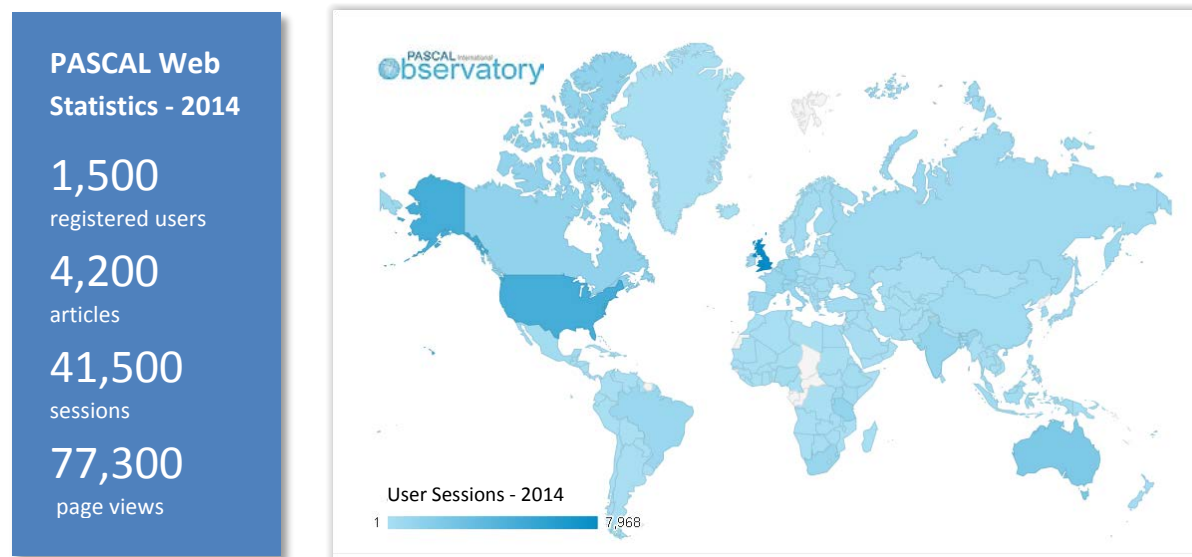
This note provides a summary of PASCAL's growing online profile.

### Websites

Our comprehensive website portal is hosted from [pascalobservatory.org](http://pascalobservatory.org). As well as the main site, PASCAL features sub-sites for key projects – [PURE](#) (PASCAL Universities Regional Engagement), [PUMR](#) (PASCAL Universities for a Modern Renaissance), [PIE](#) (PASCAL International Exchanges), [LCN](#) (Learning Cities Networks) and our [annual conference](#). We also host a dedicated site for our [Learning Cities 2020](#) project. In early 2015 we will be launching a new initiative, [OTB](#) (“Outside The Box”) as a specialised forum for idea exchange and development.



There are now more than 4,200 articles available across all sites. During 2014, there were nearly 40,000 user sessions from all around the world (see below), serving a total of 75,000 page views for the main portal sites, with an additional 1,500 sessions serving 2,300 page views for the Learning Cities 2020 site.



Across all sites, PASCAL has some 1,500 registered users and regularly comes at the top of search engine listings if anyone searches for PASCAL, its members, key themes, related materials and events. We feature news, blogs and a large library relevant to PASCAL themes; the sites are the main source of information about PASCAL people and activities. A weekly Digest is published and distributed to more than 1,200 subscribers. View past issues of the Digest or sign up to receive your regular issue [here](#).

## Twitter

At the time of writing PASCAL has over 1400 followers around the world, growing typically at the rate of 10-15 per week. The map below shows how our followers are geographically distributed (% in each country).

We tweet daily – over 6000 tweets have now been posted. The aim is to draw attention first, to the PASCAL website, second to highlight PASCAL publications and initiatives, third to provide a rapid dissemination of research reports and news relevant to the PASCAL themes as part of the PASCAL Observatory function, and fourth to raise general awareness of PASCAL. Tweets are also fed through on to the PASCAL website and Facebook page.

You can follow PASCAL on Twitter at [www.twitter.com/obspascal](http://www.twitter.com/obspascal) .



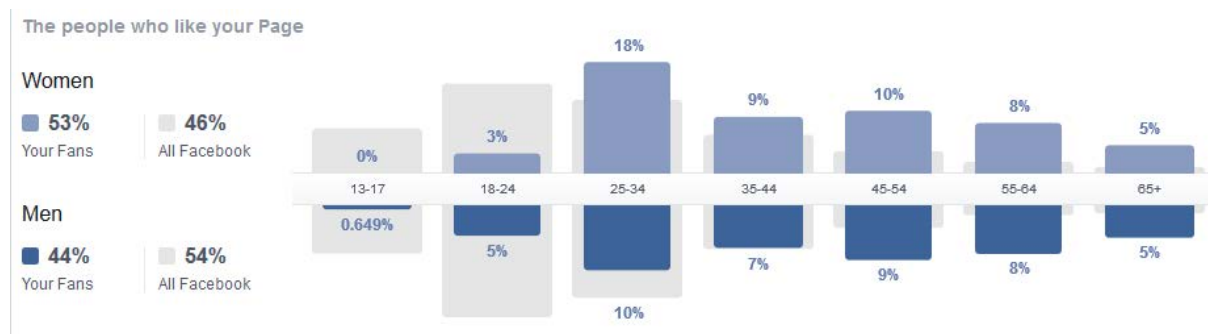
## Facebook

PASCAL has a Facebook page which can be found at [www.facebook.com/Pascalobservatory](http://www.facebook.com/Pascalobservatory) .



To date we have over 300 people and organisations who have 'liked' the page, and it has attracted a 4 star rating. It has functions similar to that of the Twitter site, but does seem to reach an audience with a different profile, and interests.

We can profile people who have liked the page here:



And those who the page reaches here:



Interestingly, our Facebook 'fans' and the people reached are more likely to be female than Facebook users as a whole, and tend to be older than typical Facebook users.

## Daily online newspaper 'OBSERVATIONS'

'Observations' collects items mostly from our twitter followers which are relevant to the PASCAL themes from around the world, and carries a limited amount of advertising of the current Pascal programmes on learning cities and the learning cities network.

The headlines from a recent edition are shown below.

**PASCAL International observatory**  
 OBSERVATIONS  
 Worldwide perspectives on local possibilities

Monday, Oct. 06, 2014 | Next update in about 21 hours | Archives

HEADLINES | PHOTOS | VIDEOS | SCIENCE | BUSINESS | TECHNOLOGY | ENVIRONMENT | EDUCATION | HEALTH | MORE

**Least developed country leaders say "follow us" to tackle climate change**  
 Shared by IED

**The Future of Europe is Science on Livestream**  
 Shared by Innovation Union

**Innovation Delivery Teams - Bloomberg Philanthropies**  
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