



# TWAS.ORG: THE LOOK OF INNOVATION

*With a newly redesigned website and a strong commitment to digital communication, the Academy plans to deliver its news and opportunities to a bigger, broader audience.*

 by Edward W. Lempinen

The design is bright and clean, and the mood is optimistic. But beneath the surface appeal of TWAS's new website, there is a serious mission: Tell the world about the Academy's work to build science and technology in the developing world.

The new TWAS.org builds on the Academy's existing web presence with an array of new features for visitors: The fellowships, research grants and other opportunities that TWAS offers to researchers are front and centre. So are the Academy's policy programmes. Navigation is easy and intuitive. Interactive tools illustrate TWAS's elite international network of elected Fellows and committed partner organizations.

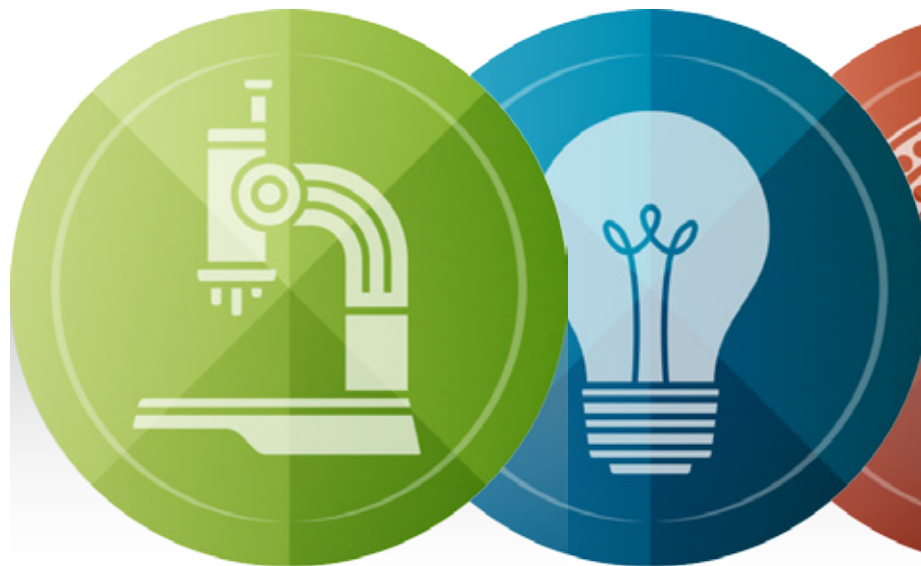
"At the start of our fourth decade, we wanted TWAS.org to reflect our mission and our vision for the future," said TWAS Executive Director Romain Murenzi. "Just as important, when visitors come to the site to learn about a PhD fellowship or our work in science policy, we want to be sure that the site is both interesting and easy to use. Our new design achieves all of those objectives."

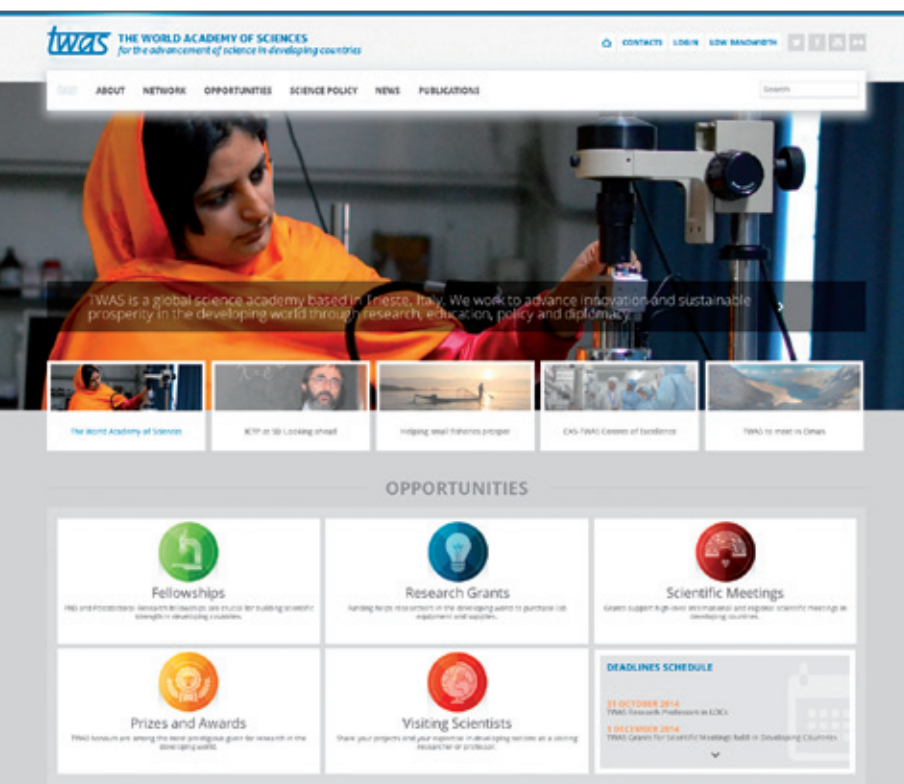
The new website reflects an important evolution in TWAS communication strategy. Along with a more active presence on the web, the TWAS Public Information Office (PIO) is working to build the Academy's audience on social media such as Facebook and Twitter [@TWASnews]. The goal is to create a synergy between digital media and conventional

publications that extends the Academy's communication to new and broader audiences, including more younger scientists and science students.

Increasingly, PIO is promoting TWAS.org articles on social media. TWAS's Twitter community stood at 580 at the start of 2013; by year's end, it was approaching 900. At the start of 2013, 625 people were following the TWAS Facebook page; 12 months later, the number had more than doubled to 1,430 – and growth was accelerating. For Facebook, the audience is concentrated in ages 18–34, with Pakistan, Egypt and Brazil as the top three countries for followers.

To learn more, visit:  
<http://bit.ly/1sjnYFJ>





▲ The new TWAS.org has a contemporary look and prominently features career-building opportunities.

With a contemporary look that expresses commitment to innovation, the new [www.twas.org](http://www.twas.org) intended to convey two initial impressions: TWAS is a dynamic global Academy with engagement and impact across a range of fields and countries, both at high levels and in local communities; and TWAS offers a rich menu of opportunities, from PhD fellowships and research grants to prizes, to help build science in the developing world.

The digital makeover also has given TWAS a version of the website tailored for smartphones and tablets, and a separate low-bandwidth version for users who lack strong Internet connections. A new interactive element on the homepage makes TWAS partners and associated organizations much more visible. And there's also a prominent appeal for donations. There's a section for TWAS news, and a separate section for news and reports related to science, engineering and policy in the developing world.

In the months ahead, additional new features are expected. The Public Information Office is working to develop a "wizard" tool to help scientists easily sort through TWAS

programmes to find opportunities that match their interests; a new system of digital forms for meeting registration and programme applications; and password-protected access allowing TWAS Fellows and Young Affiliates to update their biographical data online and for the TWAS Yearbook.

The TWAS website project is being developed by Interfase s.r.l. [<http://www.interfase.it>], a design and communications strategy firm based in TWAS's headquarters in the city of Trieste, Italy.

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*Romain Murenzi*

“TWAS is a world-wide organization dealing with thousands of stakeholders, from huge government and non-government agencies to individual scientists and scholars,” said Interfase CEO Maurizio Terpin. “Providing the right person with the right information is a true challenge.

“The new TWAS web resource addresses a variety of different needs, and gives users clear paths to the information they want. This is the first step towards the digitalization of the TWAS communication system, aiming to provide its users with simpler, faster and more effective services.”

