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DELIVERABLE 5.1: Project website and social network account

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Document abstract

This deliverable is part of WP5 which is the main interface between the project and the consortium members and the outside world, thus playing a main role in the outreach activities of the project. Towards this goal, the task 5.1 Dissemination activities aims at making the project work widely known.

This deliverable explains how the REVEAL website has been created to provide public information regarding the project. It gives details on the tools used to develop the website and illustrates the different sections therein.

This deliverable also explains how the REVEAL social media - LinkedIn and Twitter - have been selected and created to provide public information regarding the project, interact, communicate and engage and finally encourage interested audiences to visit the website.

The REVEAL website and the social media key tools for external one-way and two-way communication.

At month 3, the website is populated with 8 category sections and the social media are operational. They will be continuously updated throughout the entire project to keep the audience informed and ensure continued interest of already attracted visitors

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1 INTRODUCTION

The main goal of the REVEAL project is to install a novel microscope at the interface of instrumentation, machine learning and Biology. This new microscopy technique will rely heavily on neural networks to be able to perceive, interpret, conjecture, infer, anticipate and act. The present project intends to lay down the foundations of this ‘neuronal microscopy’ in the realms of 2D and 3D cell live imaging.

REVEAL is a multidisciplinary project engaging 7 EU partners (2 being SMEs) from 4 countries (France, Italy, Germany, Poland) covering the RTO, academic and industrial worlds and involving medical doctors.

On average, 74% of individuals in OECD countries connect to the Internet on a daily basis¹, i.e. more than 3 billion people. This means that a functional informative REVEAL public website will allow the project to create and maintain a link with its potential stakeholders. The REVEAL website offers low barriers of entry and allows the project to be known not only by the research community (Researchers and engineers specialized in photonics and biology) but by industry (involved in the sector of instrumentation, machine learning, cell live imaging, etc.), other stakeholders (including hospitals, universities, SMEs; public agencies active in the field of cell picking microscopy, biophotonics, 3D refractive index microscopy etc.) and the general public (other industry and SMEs, policy makers and citizens interested by microscopy applications).

Therefore, a functional and attractive public website is essential for the project to build interconnectivity among the REVEAL audience.

The REVEAL website can be reached at <http://reveal-h2020.ai/> and <http://reveal-h2020.eu/>. It is a one-page website that contains key information on the project: the partner organizations; the project’s summary and its objectives, the news and events, the project in figures, public documents. Special care was taken to provide good readability on mobile devices as well.

To ensure efficient communication and dissemination activities, so as to reach a wide — but also targeted — audience, and thus maximizing the impact and successful exploitation of the research results, the consortium members will use LinkedIn (<https://www.linkedin.com/in/reveal-project/>) and Twitter (<https://twitter.com/REVEAL20861693>) as social networking platforms

The website and the two social media are compliant with article 38.1.2 of the Grant Agreement as it uses the European emblem (flag) that is associated to the sentence to acknowledge the financial support received under Horizon 2020.



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Figure 1: REVEAL Website – Acknowledgement of EU funding

¹ OECD Science, Technology and Industry Scoreboard 2017, page 196.

2 WEBSITE

2.1 Website administrators

The REVEAL Website Administrators and Web Content Editors are:

- Kiran PADMANABHAN (P3 ENS DE LYON) - kiran.padmanabhan@ens-lyon.fr

P3 ENS DE LYON is the partner in charge of WP5 Dissemination & exploitation activities and specifically the task related to dissemination activities (Task T5.1).

- Cédric ALLIER (P1 CEA) - cedric.allier@cea.fr

The Consortium members can contact them for any questions or comments.

2.2 Website management tool

The REVEAL website has been developed using the PHP language and the cross-platform JavaScript library, jQuery, which allows the creation of powerful dynamic web pages and Web applications.

The REVEAL website is coupled with Project Netboard, a web management tool used for the management of the project, which offers a user-friendly interface to continuously update the information to be published on the web site. Thus, news, events, project results may be added or removed at any time, so as to keep the flow of communication going during the life of the project.



Figure 2 : jQuery logo



Figure 3: PHP logo

2.3 Detailed structure and content of the public website

2.3.1 Structure

The website displays a top bar where there is a menu depicting 8 category sections. The category sections that can be currently found on the website are in the following order:

- 1- Project;
- 2 - Partners;
- 3 - News;
- 4 - Figures;
- 5 - Events;
- 6 - Documents;

7 – Contacts us.

8 – PNB Login - private access to Project Management tool and Document Exchange and Sharing System (for consortium members only).

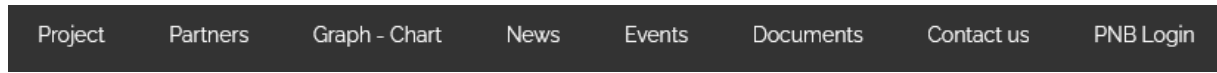


Figure 4: REVEAL Website top menu bar

The category sections include both passive and active information on the project:

Passive information	
Category Section	Description
Project	Project Abstract and Objectives
Partners	Partner list, contact persons, partners map
Figures	The project in figures
Contact	A form to contact the project management team
Active information	
Category Section	Description
Project	News Slider
Project	A link towards the LinkedIn and Twitter accounts of the project
News	Any public news about the project
Events	Any event related to the project
Documents	Any public documents related to the project

2.3.2 Project

In this section the abstract with the rationale behind the project is provided and the objectives are detailed.

A news slider appears on top of this section to illustrate relevant news related to the project.

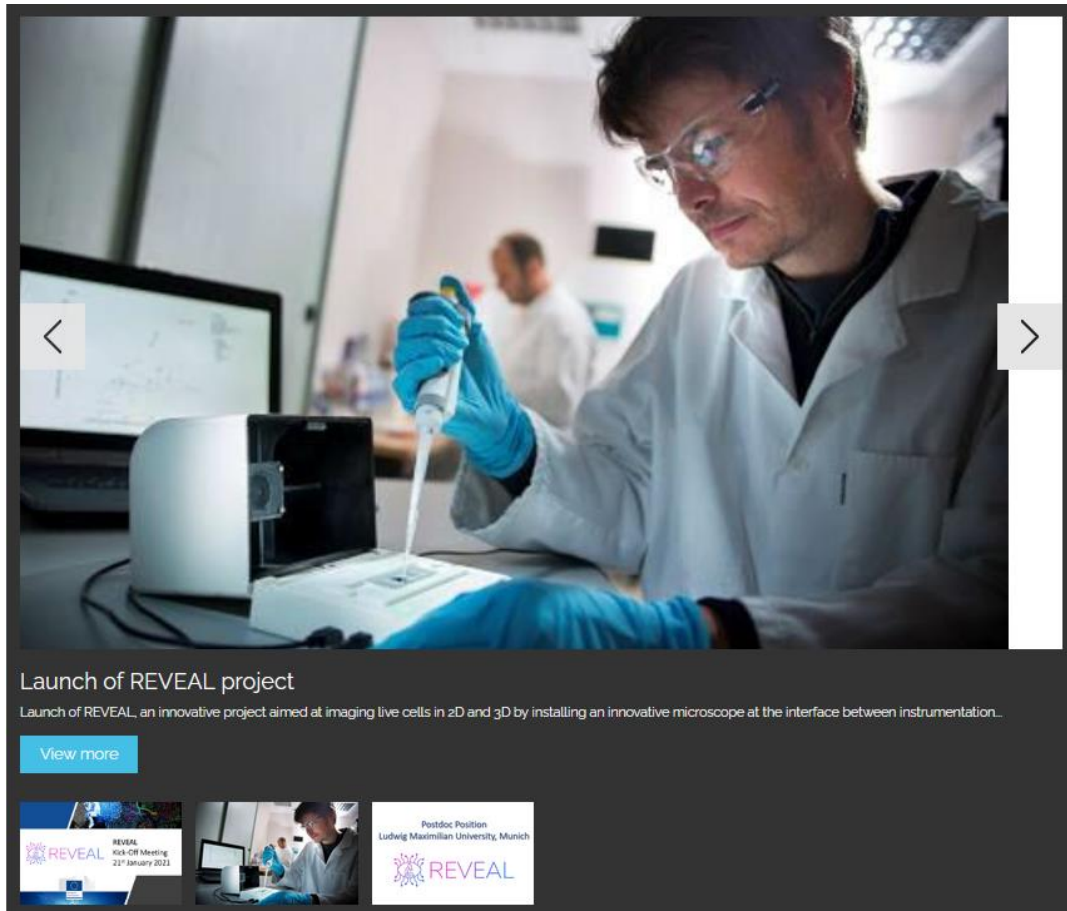


Figure 5: REVEAL Website – Project Section with the abstract, objectives and news slider

2.3.3 Partners

A list of the partners and contact persons can be found in this section. For all partner organizations, hyperlinks towards their websites have been added. For each contact person, a photo and hyperlinks towards their emails, and whenever relevant, social media accounts (LinkedIn and Twitter) have been added.

A partner map showing all partner organizations' location can be found at the end of the Partners' section.

PARTNERS

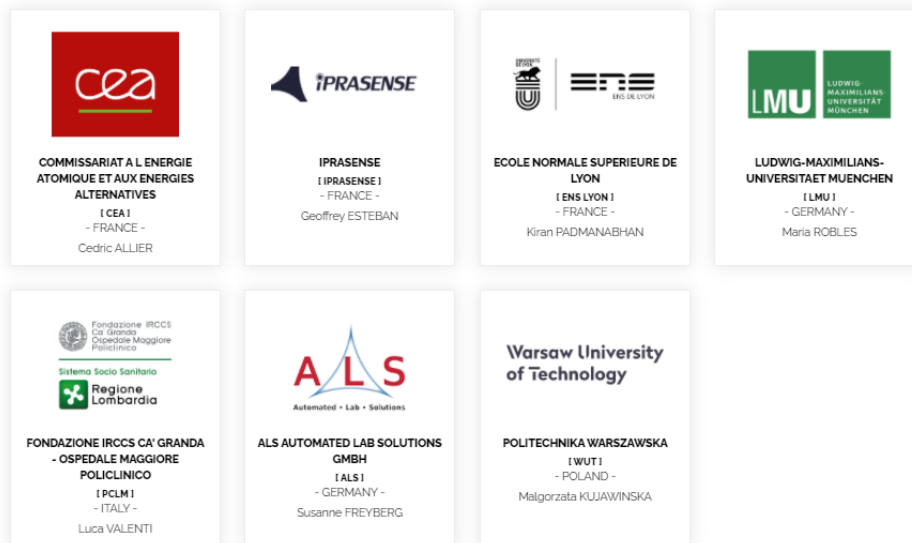


Figure 6: REVEAL Website – Partners' details

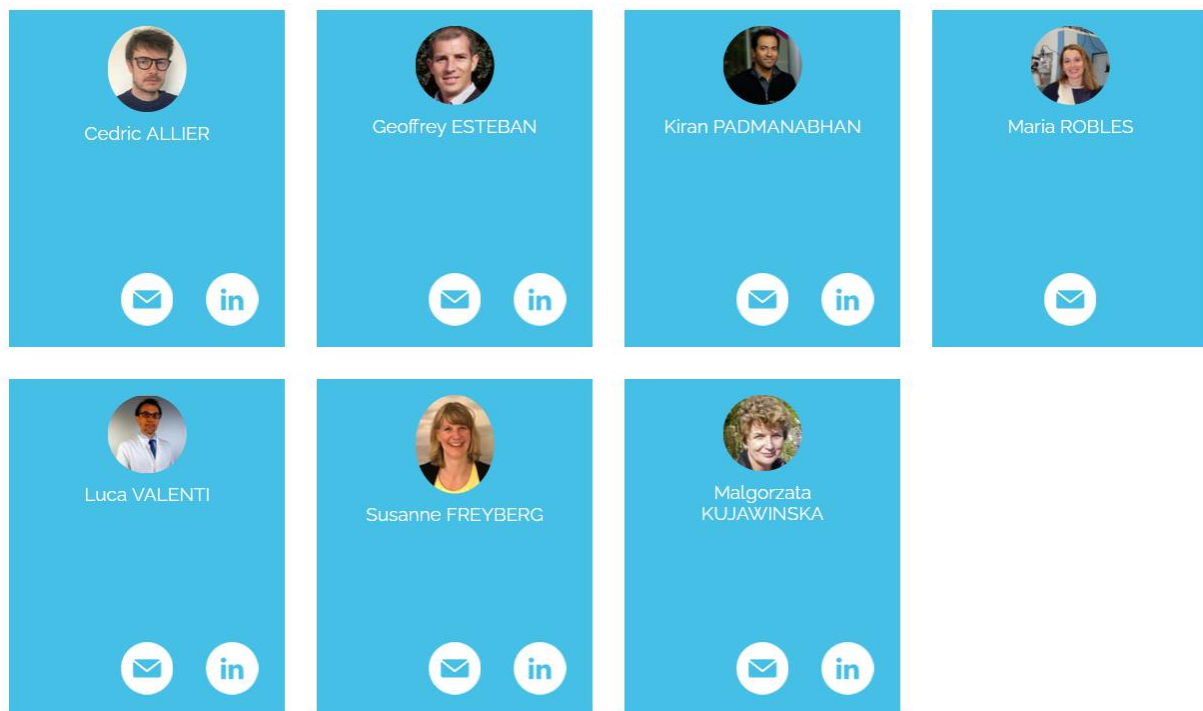


Figure 7: REVEAL Website – Partners' contacts



Figure 8: REVEAL Website - Partners map

2.3.4 News and Events

The News and events sections will display forthcoming news and events, past news and events. These sections will be regularly updated by P3 ENS DE LYON and P1 CEA.

For all published news, additional details can be viewed when clicking on the thumbnail of a piece of news. This section can also embed hyperlinks towards additional available information (document, images etc.). The most relevant news could be published in the news slider (see section 2.3.1 Project).

For all published events, the events section can also embed hyperlinks towards additional available information (document, images etc.)

All project members are encouraged to post (via the administrator of the website) information that would be of interest for the general public and the consortium in particular. This could be article alerts, forthcoming meetings, and other relevant to REVEAL activities. Outdated news may be deleted by the administrators of the website on demand by the partner concerned.

Information about forthcoming meetings, workshops, seminars, conferences outside of the project, etc. can be posted on the website. All project participants are encouraged to submit information on meetings, or other external events related to the project. It is also possible to attach documents (venue location, agenda, list of participants, etc.). This information will become visible on the project website. Outdated events may be deleted by the administrators of the website on demand by the partner concerned.

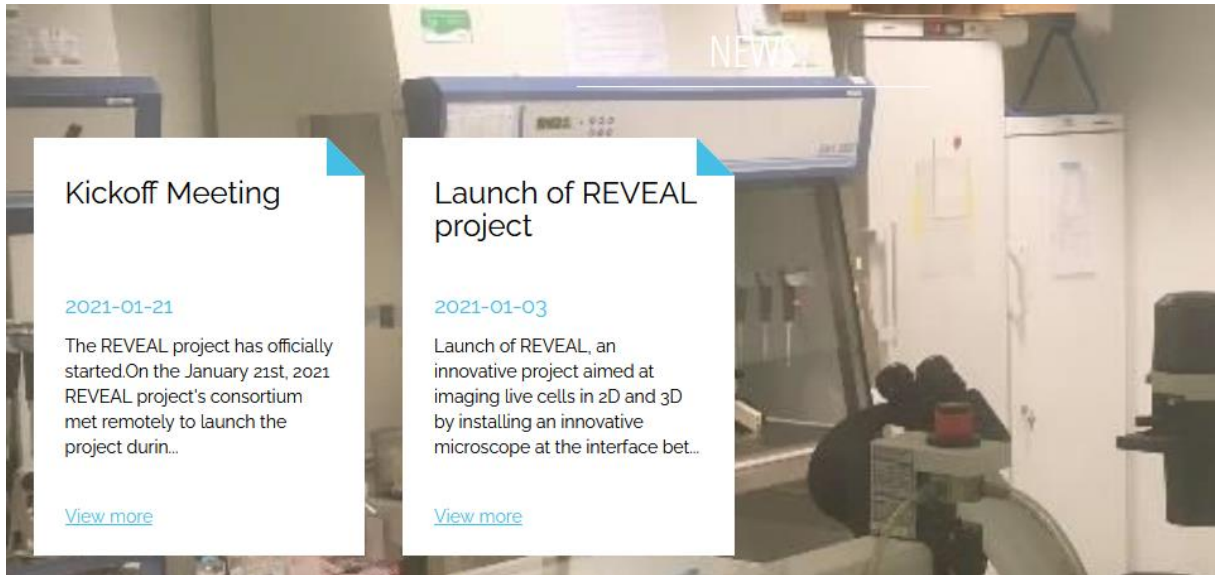


Figure 9 :REVEAL Website – News

2.3.5 Figures

From this section can be found information about the project such as:

Starting/Ending dates; EC requested contribution; Overall planned efforts; Full time equivalent in person*month.

GRAPH - CHART

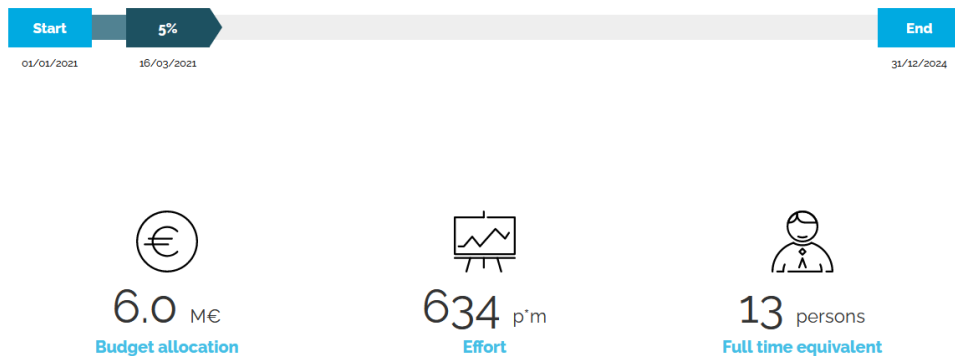


Figure 10: REVEAL Website – The project in figures

2.3.6 Documents

From this section all public documents related to the project will be made available for download. The document can be ordered by sub-section (for example, project submission documents).

2.3.7 Contact us

A contact form is available from the contact section. It requires the name, email address, subject and message. Once the message is sent, it arrives directly to the management team.

CONTACT US



Name	Email
Subject	
Message	
 [Different Image]	
<input type="button" value="Send"/>	

Figure 11: REVEAL Website – Contact Form

2.3.8 PNB Login

Private access to Project Management tool, Project Netboard, which embeds a Document Exchange and Sharing System.

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✉️
☰
REVEAL ▾

 Emmanuel MUHR ▾

?

DASHBOARD
MANAGEMENT
EXPORT & DOCUMENTS
PROJECT SETTINGS
PLATFORM SETTINGS

Export & documents > Documents > DELIVERABLES

DELIVERABLES ▾

WP1 ^

WP2 ^

WP3 ^

WP4 ^

WP5 ^

WP6 ^

WP7 ^

LEGAL DOCUMENTS ^

MEETINGS ▾

KICK-OFF MEETING ^

ONLINE PGA MEETING #1 ... ^

WORKING DOCUMENTS ▾

WP1 ^

WP2 ^

WP3 ^

WP4 ^

Add a shared folder
Upload a document
or
Drag your file here
Manage rights

DELIVERABLES

- Select all
- WP1
- WP2
- WP3
- WP4
- WP5
- WP6
- WP7

Figure 12: Document Exchange and Sharing System in Project Netboard

3 SOCIAL MEDIA

3.1 First steps and strategy

EU-funded projects mostly use Twitter, Facebook, LinkedIn, Google+, Instagram and Pinterest (with most preferring Twitter).

The decision to use one or more social media in the context of the REVEAL project is part of the social networking and media strategy to be followed, as part of the REVEAL’s communication and dissemination plan.

To avoid potentially wasting time with unfocused, open-ended use of social media, the following points were considered before selecting a social media:

	Description
WHERE?	Which accounts and platforms could be used for REVEAL?
WHO?	Who is the EU_FT-ICR_MS’s target audience?
HOW?	What impact is expected? and how will it be assessed? Which language(s) will be used for the target audience?
WHAT?	Which content will be shared?
WHEN ?	what is the right time to share content?

3.2 Choosing a social network platform for REVEAL Project

Both Twitter and LinkedIn were selected as social network platforms for REVEAL.

As a networking platform that can be used for groups and that establishes networks on specific topics, the REVEAL Twitter account will help share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content.

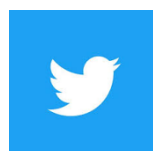


Figure 13 : Two selected Social Networks for REVEAL (Twitter-LinkedIn)

The posts released on Twitter will include: Text of up to 280 characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets but includes links (a URL is always altered to 23 characters).

As a networking site for professionals, LinkedIn can be used for groups and has established networks on specific topics. Several other EU-funded projects have chosen LinkedIn to create new groups, share content and connect with already established groups. The articles and posts on LinkedIn will include: Text (no character limit), photos, GIFs, videos, links, etc.

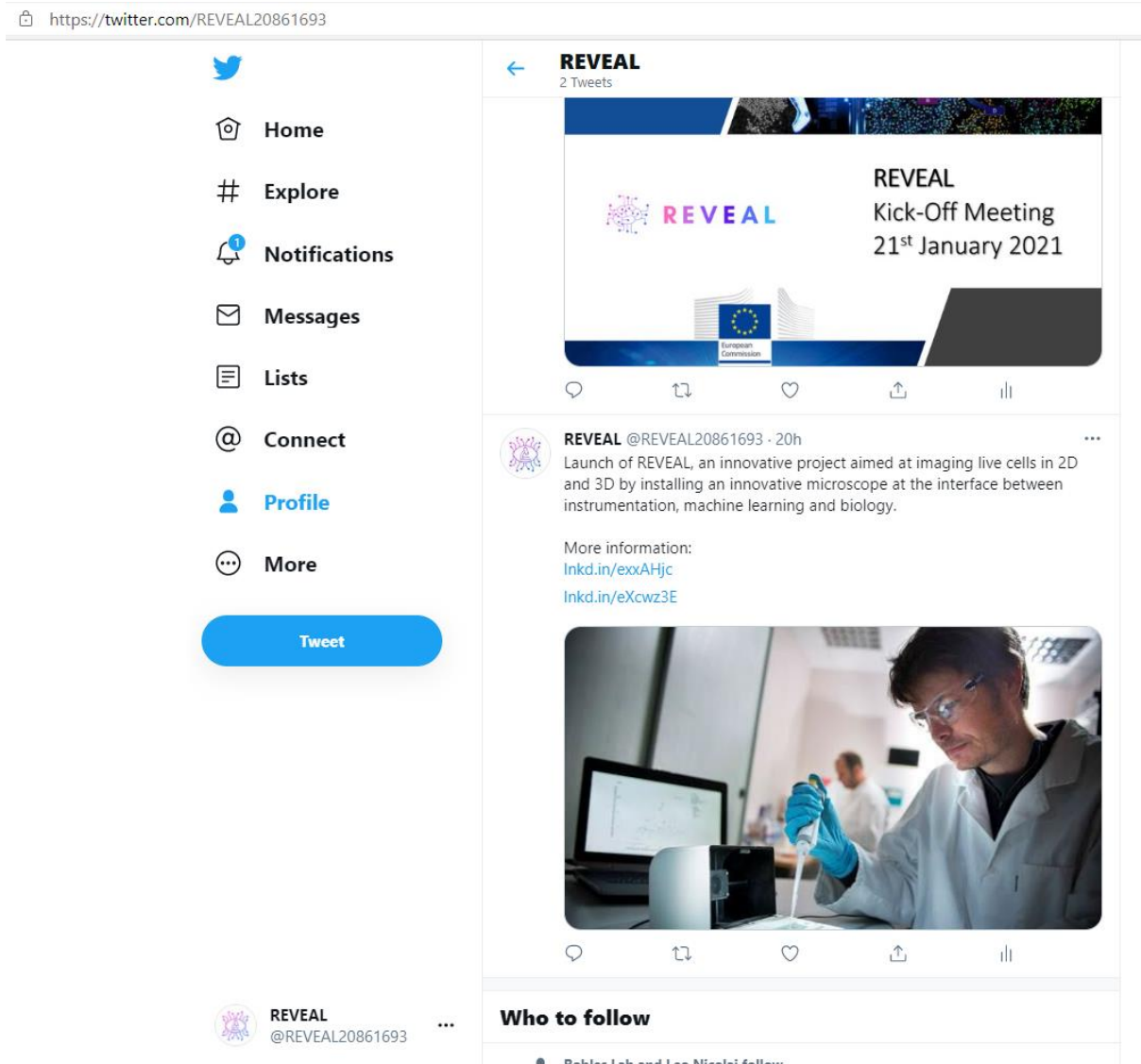


Figure 14: REVEAL Social media Account - Twitter

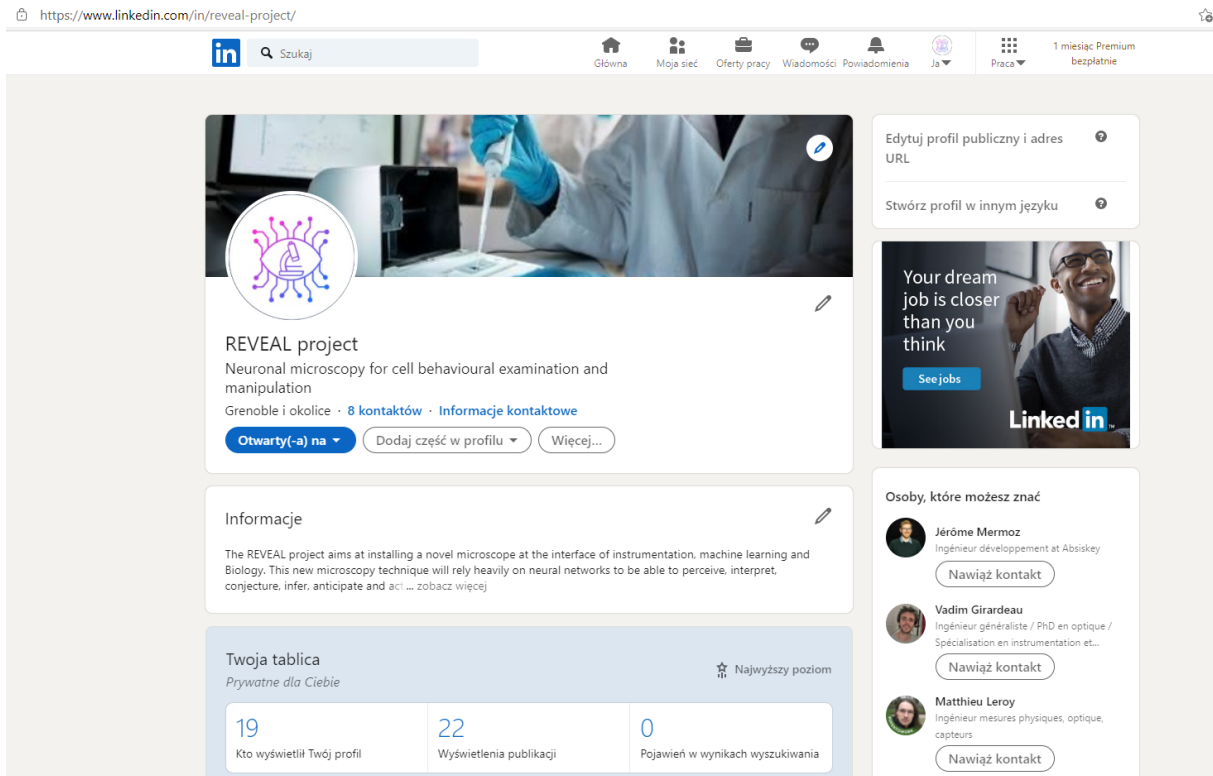


Figure 15: REVEAL Social media Account - LinkedIn

Administrators of the REVEAL LinkedIn and Twitter accounts

Both P3 ENS DE LYON and P1 CEA will administer the REVEAL LinkedIn and Twitter accounts. After setting up the LinkedIn and Twitter accounts, they will, centralise the information to be shared and communicate with the audience, including replying to messages.

Contributions

All Consortium members are welcome to contribute to the Twitter and LinkedIn account activities via, the Administrators.

However, to reach the widest possible audience, all REVEAL Consortium members who are already using social network are welcome to contribute (for example, retweet and share the project's posts and relevant article contents with the appropriate audiences).

3.3 Measuring the impact and performance of the REVEAL social media

Impact criteria

Using a social network such as Twitter and LinkedIn will allow to assess in detail how well the posts have been received, from the moment they will be published to days and months afterwards.

To measure the impact of the REVEAL Twitter and LinkedIn accounts, relevant criteria that best fit the area of research covered by REVEAL will be identified and selected from social media analysis tools such as Twitter Analytics, LinkedIn monitoring tools etc.

Indicators could include the following quantitative and qualitative aspects:

Quantitative

Some examples: Number of clicks, likes, shares, tags, video views, new followers, profile visits, engagement rates, cost per result, uses of your hashtag and influence of the accounts that use it etc.

Qualitative

Some examples: Types of comments received, their tone, the number of people they reached, the types of followers, impressions, traffic data, ratings, word clouds etc.

3.4 Monitoring and reporting on REVEAL social media activities

Monitoring the REVEAL Twitter and LinkedIn accounts activities and assessing their effectiveness — ideally every month — will provide a wealth of data to identify trends and refocus the project activities if necessary.

Based on the criteria selected, an analysis of what works and what does not will be performed. This useful knowledge could be further used to adjust our dissemination/communication strategy and plan ahead.

Finally, when reporting on the project communication and dissemination activities to the EU (through the corresponding planned deliverables and the periodic reports), information about REVEAL Twitter and LinkedIn accounts activities, achievements and impacts will be included.

4 CONCLUSION

The role of the website is to inform the general public about REVEAL and its achievements, as well as to attract potential collaborators to the project. The success of a project such as REVEAL depends on efficient communication and coordination, and the public site is an essential tool to achieve this goal. The site provides public information and documents. It will be promoted through the social networks and during congresses where partners present the project.

Two domain names, <http://reveal-h2020.ai/> and <http://reveal-h2020.eu/> have been registered for the website, and are now available for all REVEAL partners, the European Commission, other clusters and research projects and any other interested parties.

The website will be continuously updated, adjusted and improved. The level of visibility of the project will be measured at regular intervals, using indicators such as: number of sessions; users; pages viewed; downloaded documents etc.

The REVEAL social media, Twitter and LinkedIn, will be used for both communication and dissemination activities. We also expect that they will help attract visitors to the website. Finally, we expect the social media will wield our influence in science and innovation with a wider audience; and informally give a view of our ongoing work and gain consensus on and/or feedback.