



# Draft Document

## **DELIVERABLE 6.1**

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## **D6.1: ONLINE PROJECT PRESENCE**



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\*\*Security Class: PU: Public; PP: Restricted to other program participants (including the Commission); RE: Restricted to a group defined by the consortium (including the Commission); CO: Confidential, only for members of the consortium (including the Commission).

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**Abstract:**

This document provides a general overview of the online presence of the project UPCAST. This deliverable describes the project's website structure, its content and management. It also gives a description of the various social media channels (LinkedIn, Twitter, Youtube and Facebook) the project will use for communication purposes. Project website: [www.upcastproject.eu](http://www.upcastproject.eu)

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**Keywords:**

Online presence, website, social media platforms, LinkedIn, Twitter, YouTube, Facebook.

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V0.3	24.02.2023	Adding screenshots and correcting typos	Nevena Raczko (IDC)
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More information available at <https://upcastproject.eu/>

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# 1 INTRODUCTION

The first deliverable of the UPCAST project is the project's website and social media channels. The UPCAST website was set up with the purpose of communicating the project's activity with external stakeholders. The aim of the website is to provide details about the project's overall objectives, actions, key progresses and results.

The activity of the website development is carried out in WP6 Dissemination, Communication and Outreach under Task 6.1 Dissemination & communication activities which are led by IDC ITALIA SRL (IDC). It contributes to the following objective of the work package:

**Obj. 6.1 To develop and implement the dissemination and communication strategy and plan, plan and perform the expected activities, assess their efficacy and ensure yearly improvements in the delivery and channel optimisation.**

## 1.1 PURPOSE OF THE DOCUMENT

The purpose of the document is to give an overview on the website's structure, management and visual presentation. In this deliverable we also present the project's social media profiles.

- The website of the UPCAST project is the key communication and dissemination platform that serves as a reference point to external stakeholders.
- The website offers a platform for disseminating details about the project, its objectives, and its advancement to a larger audience.
- It serves as a basis to facilitating dialogue between project partners, stakeholders, and the general public. This covers all the updates related to the project, publishing deliverables and any other information.
- The website is used to promote the project's key outcomes and results.

The upcoming deliverable on D6.2 Dissemination and Communication Plan will include the planning and various strategies the project will implement to maximise its impact. This deliverable focuses explicitly on the website and the social media channels (LinkedIn, Twitter, YouTube and Facebook).

## 2 WEBSITE

The UPCAST website development started in month 1 of the project and will be the entry point for external stakeholders to gather information on the various activities.

In its current stage it contains sections on the Consortium, News and Events, Resources and a generic project description. It will also be used to support other channels, such as the different publications, and be linked to all social media channels.

### 2.1 DOMAIN

The first purchased domain of the website is [www.upcastproject.eu](http://www.upcastproject.eu).

It followed the logic of the name of the project and it reflects the result of an internal vote where the consortium members could choose from the options below.

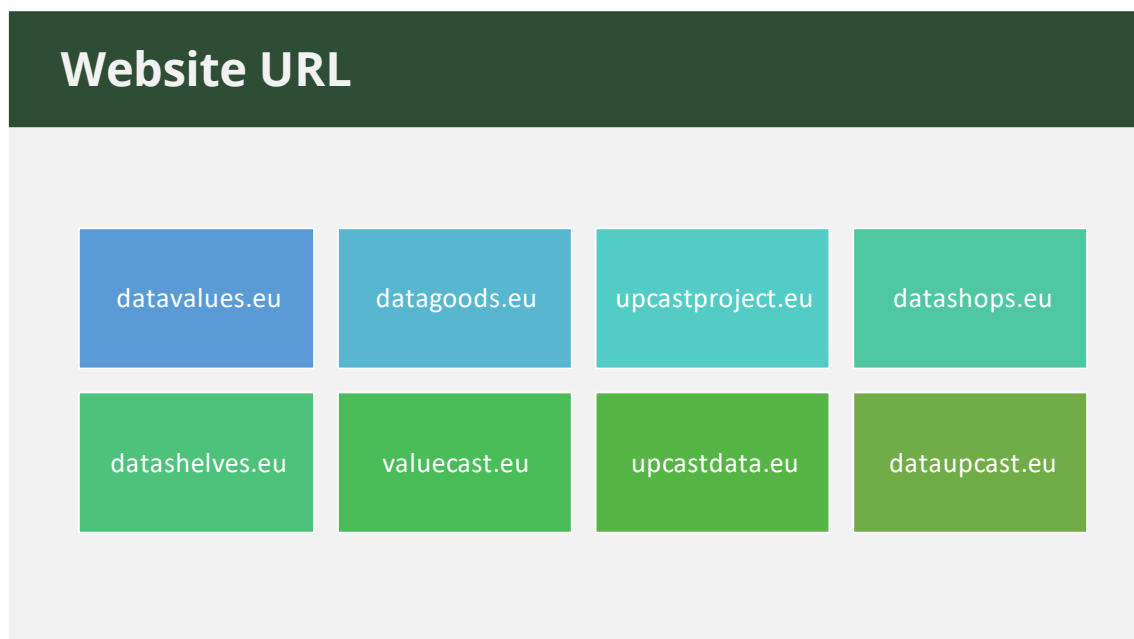


Figure 1 Website domain options



# Website



Figure 2 Website domain vote

Figure 2 shows the result of the internal vote.

- 39% of the consortium voted for the option of the domain of upcastproject.eu.
- 26% opted for upcastdata.eu.
- 17% preferred the datashop.eu.

In order to increase the website's findability, our team has purchased additional domains to direct traffic to the project's website.

Table 1 Additional Purchased Domains

<b>PURCHASED DOMAINS</b>
<b>WWW.UPCASTPROJECT.EU</b>
<b>WWW.UPCAST-PROJECT.EU</b>
<b>WWW.UPCASTPROJECT.COM</b>

## 2.2 STRUCTURE

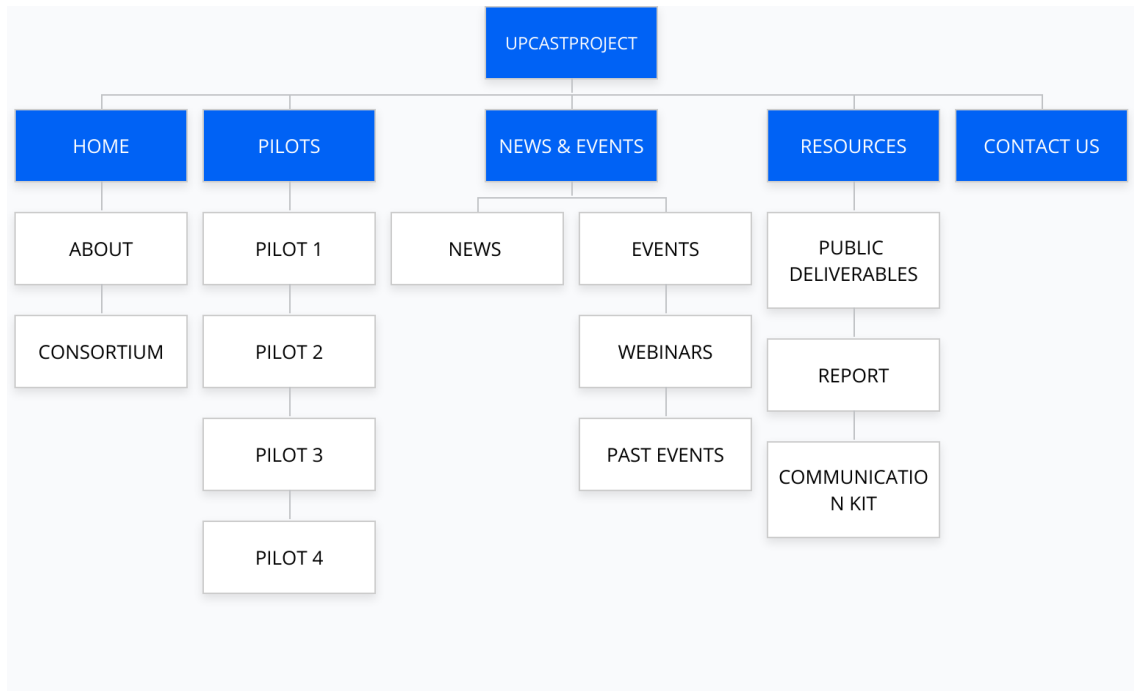


Figure 3 Web site structure

The Figure 3 shows the proposed structure of the website which will be developed throughout the duration of the project.

In the current phase of the project the website includes the following sections.

### Home Page / Landing page

The opening page or the so called landing page of the website gives a generic overview of the project, its key pillars and the pilots.



Figure 4 Website Landing Page

On the top left corner of the page the project official email address (info@upcast-project.eu) is indicated and the project's official logo.

On the right part of the page, the users can see the menu where we have included: a Home button, a section on "Our Consortium" and an "Event" section followed by a search tool.

By using the scroll down option the user can receive the initial information needed about the project.

The page is divided into the following parts:

- About UPGAST Project
- Our Consortium
- Pilots
- News & Events
- Resources
- Get in touch

### **Our Consortium**

Under "Our Consortium" the visual presentation of the consortium partners is presented. Each partner's logo is presented and linked directly to the partners official website.

## Our Consortium



Figure 5 UPCAST Consortium

### Events:

Under the event section all the upcoming activities such as webinars, workshops, conferences are indicated for the consortium and also for the external stakeholders. The project will share here event descriptions, agenda and registration links.

## 2.3 WEBSITE CONTENT

### Generic content :

The website includes generic content about the project i.e the abstract. We will generate content related to the outcomes and other relevant activities such as event summaries, blogs and articles.

### Pilots :

The pilots section will include further details about the four pilots featured by UPCAST.

PILOT 1: Digital Marketing Data and Resources: Integration and monetisation

PILOT 2: Biomedical and Genomic Data Sharing

PILOT 3: Sharing public administration for climate across Thessaloniki cities

PILOT 4: Health and Fitness data trading

#### **Communication Kit :**

A specific *Communication Kit* will be published on the website where users can access the key components of the project's visual identity.

Under the Communication Kit, the following items will be accessible:

- Project logo
- Banners
- Webinar background
- Project factsheet
- Pilots factsheet

## **2.4 WEBSITE MANAGEMENT**

The website is managed by IDC Italia SRL team through **aruba.it** platform<sup>1</sup>. Only authenticated personnel can access the platform. The internal panel provides the possibility to make edits and updates to the website hosting services. To this platform only IDC Italia SRL personnel has access.

The website's domain is hosted on free open source content management system *Word Press*<sup>2</sup>. The project's visual identity including the website has been developed by [Go2Do - Agencia de Marketing para Eventos, Telemarketing, Diseño Gráfico](#).

Besides IDC, specific access has been granted to Go2Do Agency to manage the front end and the back end development of the website.

## **3 SOCIAL MEDIA CHANNELS**

The list of available communication channels for this project includes various types, which are identified mainly based on the preferences of the key target audience but also building on the experience of our consortium partners in terms of communication best practices.

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<sup>1</sup> Aruba S.p.A. is a leading company in Italy for data centers, web hosting, email, certified email (PEC) and domain registration services. Aruba provides hosting services, public and private cloud services, housing and colocation services, dedicated servers, digital signature services, fiber optic internet, digital preservation, e-billing, certified email, SSL certificates and smart-cards. [About Us | Aruba.it](#)

<sup>2</sup> Word Press: WordPress is a free and open-source content management system written in hypertext preprocessor language and paired with a MySQL or MariaDB database with supported HTTPS. Features include a plugin architecture and a template system, referred to within WordPress as "Themes". Source: <https://g.co/kgs/qsjj5B>

The initial list of tools and channels has been provided below. This list will be enriched and revised based on feedback received and the results of different KPIs. The list incorporates communication tools (i.e. social media, newsletters), which the GREAT project aims to leverage to reach target audiences and increase efficiency.

Table 2 UPGAST List of Social Media Platforms

Social Media Platform	Link
▪ LinkedIn	<a href="https://www.linkedin.com/company/upcast-project/">https://www.linkedin.com/company/upcast-project/</a>
▪ Twitter	<a href="https://twitter.com/upcastproject">https://twitter.com/upcastproject</a>
▪ YouTube	<a href="https://www.youtube.com/@upcastproject">https://www.youtube.com/@upcastproject</a>
▪ Facebook	<a href="http://www.facebook.com/upcastprojecteu">www.facebook.com/upcastprojecteu</a>

Table 3 UPGAST Communication KPIs

Tool	Metric	Year 1	Year 2	Year 3
Website	N. of unique visitors (average per year)	>1000	>2500	>4000
Facebook	N. of followers	100	>300	>800
LinkedIn	N. of followers	80	250	≥500
Twitter	N. of followers	150	250	≥350
	N. of reactions (average per month)	200	500	> 1000
YouTube	N. of uploaded videos (webinars, tutorials)	2	4	8
Events	Speech or presence in relevant forums	1	4	6
		-	2	4
	Booth at exhibitions with live demos	1	3	3
	Poster presentations	-	2	3
	Organize project and pilots' events	1 (general)	5 (pilot specific)	1 (general)

	Communication material (Brochure, flyer, poster, roll-up, pitch deck, etc)			
<b>Publications</b>	N. of scientific / peer-reviewed publications	3	5	8
<b>Press</b>	N. of press releases	1	4	8
	N. articles in sectorial magazines	-	2	3
<b>Newsletters</b>	One issue every six months	2	2	2

### 3.1 LINKEDIN

A LinkedIn account has already been created for the project and will be particularly used to communicate information on the pilots and opportunities for stakeholders. This channel will also be used to target other initiatives and explain the role of the project. Furthermore, given the new features, the project will use this platform to advertise events and extend its database.

Link to the project's LinkedIn page: <https://www.linkedin.com/company/upcast-project/>

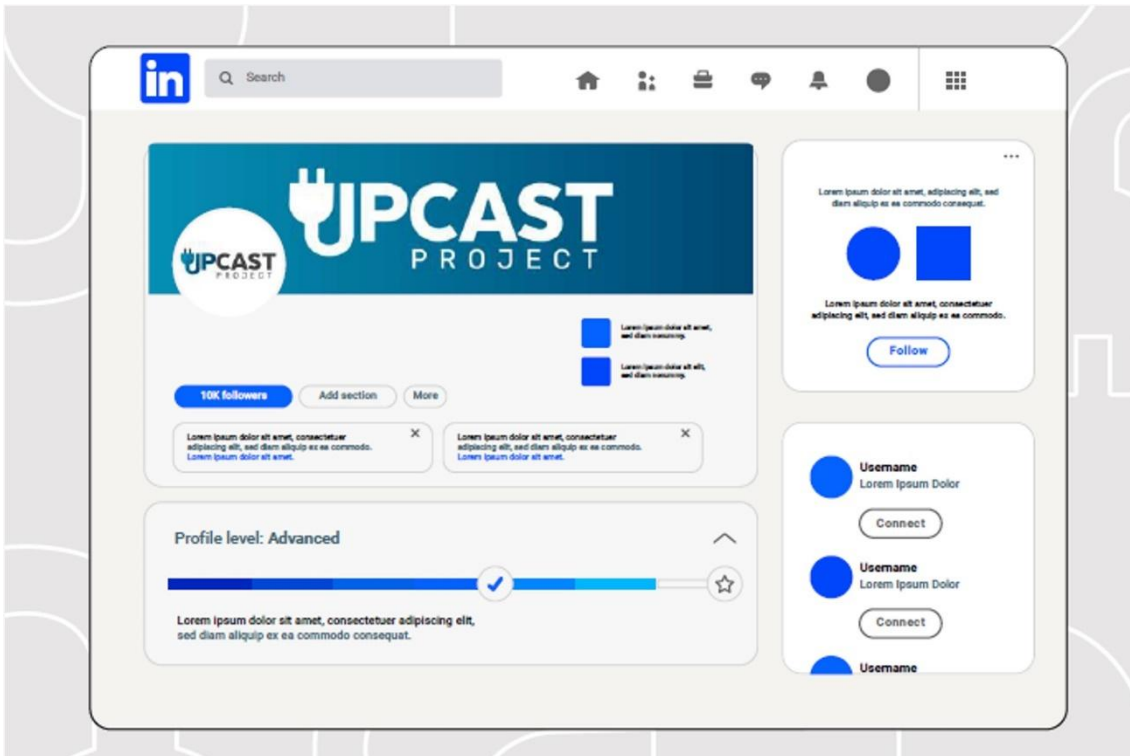


Figure 6 LinkedIn visual

### 3.2 TWITTER

Twitter will be used to a) highlight news and outcomes of the projects and b) engage with the community. For this second purpose especially, the team will carry out a number of user engagement activities (i.e. Twitter pools, the launch of #). The objective is for the project to establish a dialogue also with stakeholders going beyond the research and innovation community (i.e. citizens' initiatives, policy makers etc.)



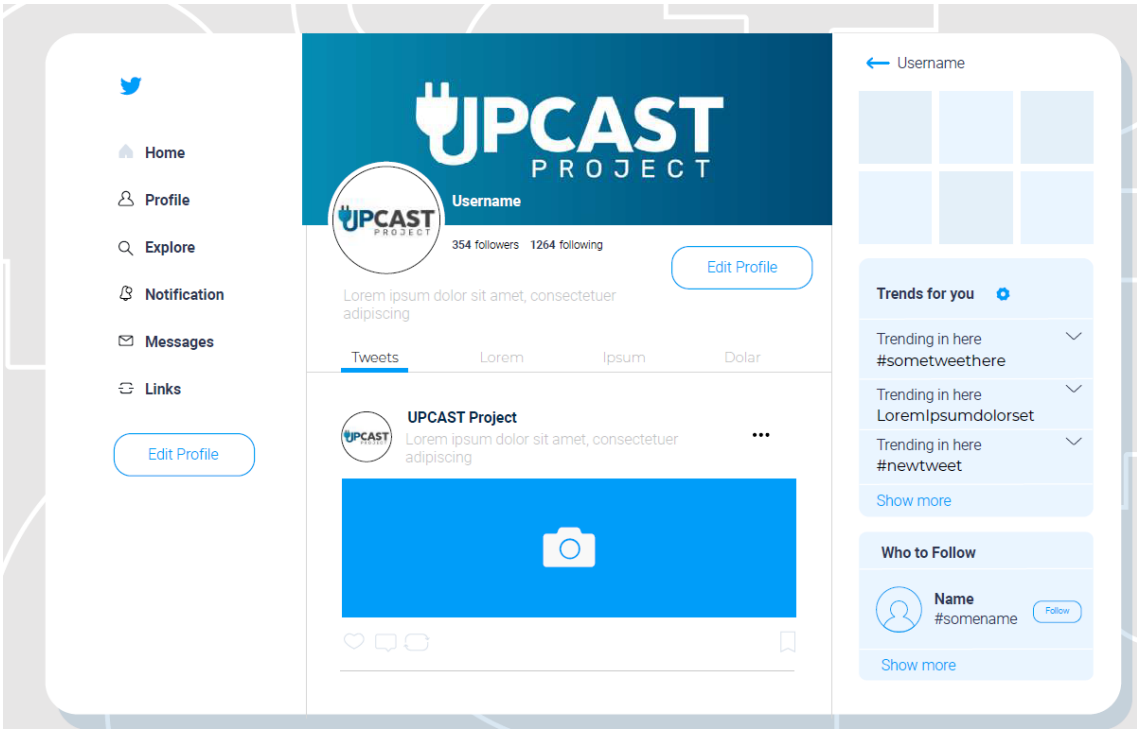


Figure 7 Twitter visual

**UPCAST PROJECT** @upcastproject · Jan 18 ...  
After two days of fruitful discussions in Milano 🍕, our kick-off meeting ended.

Now we are ready to start to work 🙌👉



IDC | 4EU and 9 others

🗨️ 5 ❤️ 10 📊 208 ↗️

**You Retweeted**

**Till C. Lech** @tclech · Jan 17 ...  
Busy days in Milano! First the kick-off meeting for the @upcastproject, so the second plenary with @enrichmydata. Working towards the #dataeconomy! #HorizonEU

🗨️ 🔄 1 ❤️ 2 📊 64 ↗️

Figure 8 Twitter profile

### 3.3 YOUTUBE

A YouTube channel was set up to host all videos produced in the context of the project, either advertisement videos or recordings of webinars and events.

<https://www.youtube.com/@upcastproject>

### 3.4 FACEBOOK

A Facebook page was set up to share the latest updates and activities related to the project.

[www.facebook.com/upcastprojecteu](http://www.facebook.com/upcastprojecteu)

# ANNEX



Figure 9 UPGCAST Website Mockup