

H2020-EINFRA-2017
EINFRA-21-2017 - Platform-driven e-infrastructure innovation
DARE [777413] “Delivering Agile Research Excellence on European e-Infrastructures”



D8.1 DARE Online Presence Setup and Management

Project Reference No	777413 - DARE - H2020-EINFRA-2017 / EINFRA-21-2017
Deliverable	D8.1 DARE Online Presence Setup and Management
Work package	WP8: Innovation Management and Dissemination
Tasks involved	T8.1: Preparation of Dissemination Material and Services
Type	DEC: Websites, patent fillings, videos etc.
Dissemination Level	PU = Public
Due Date	31/03/2018
Submission Date	31/03/2018
Status	Draft v1.0
Editor(s)	Elena Galifianaki (NCSR D) Vangelis Karkaletsis (NCSR D)
Contributor(s)	
Reviewer(s)	
Document description	This deliverable showcases the online presence of the DARE project. This includes the project's website (http://project-dare.eu/) as well as the social media channels chosen to be maintained throughout the duration of the project.

Document Revision History

Version	Date	Modifications Introduced	
		Modification Reason	Modified by
V0.1	26/03/2018	Write up	Elena Galifianaki, NCSR D
V0.2	31/03/2018	Further editing	Vangelis Karkaletsis, NCSR D
V1.0	31/03/2018	Revised and finalised	Elena Galifianaki, NCSR D

Executive Summary

The DARE website (<http://project-dare.eu/>) has been designed and implemented in a user-friendly manner so as to provide useful information about the project, news, events, results and to include other relevant material accessible for downloading (such as public deliverables, press releases, software etc.).

The role of the DARE website is to be the focal point for project dissemination and to become an effective communication tool for internal as well as external, to the consortium, audiences.

Website design is compliant with standard practices for improving usability for user navigation and content clarity.

The website has been setup in WordPress, an open source CMS (Content Management System) widely adopted as a back end system for website development.

Following partner discussions, two social media channels were chosen to further disseminate DARE's outcomes (Twitter and LinkedIn). An additional channel was later created under Research Gate.

Table of Contents

1	INTRODUCTION	6
2	DARE'S ONLINE PRESENCE	7
2.1	WEBSITE STRUCTURE.....	7
2.2	SOCIAL MEDIA CHANNELS.....	7
2.2.1	<i>Twitter</i>	8
2.2.2	<i>LinkedIn</i>	9
2.2.3	<i>Research Gate</i>	10
3	CONCLUSIONS	11

List of Figures

Figure 1: DARE project URL	6
Figure 2: DARE project logo	6
Figure 3: DARE project website homepage	7
Figure 4: DARE Twitter account	8
Figure 5: DARE LinkedIn page	9
Figure 6: DARE Research Gate account	10

List of Terms and Abbreviations

Abbreviation	Definition
DARE	Delivering Agile Research Excellence on European e-Infrastructures
CMS	Content Management System

1 Introduction

The purpose of this document is to give an overview of the DARE project website set up and structure, and to inform about the online channels that have been setup during the first three months of the project.

The website has been professionally designed using WordPress, an open source CMS (Content Management System) widely adopted as a back end system for website development. It is structured in a way that allows updates as often as required, with considerably low effort, whenever new information is made available. The website uses a responsive theme that is fully customizable. The end goal is to make sure that all featured content is displayed in a user-friendly way, making it easy to navigate through its different sections and webpages. The project website is registered under the .eu domain under this URL:



Figure 1: DARE project URL

A logo has been created for DARE which features on the website and will accompany all produced promotional material (online or offline). A few different options were prepared by NCSR Demokritos and the specific one was chosen following partner voting.



Figure 2: DARE project logo

2 DARE's Online Presence

2.1 Website structure

The DARE website (<http://project-dare.eu/>) is structured in such a way to facilitate navigation across its different pages and sections. Website pages can be accessed through the top menu bar, which remains visible at all times, even when scrolling further down the page, as shown in Figure 3 below.

NCSR Demokritos chose a WordPress theme corresponding to project needs making sure that it is fully responsive and adaptive to different devices for ease of use on mobile phones, tablets as well as computers.

The top menu bar contains the following six pages: **About, Research Communities, Platform & Services, Deliverables & Publications, News and Contact**. Each page has a drop down menu which expands once the user hovers over it allowing to choose to navigate to the deeper level behind what is shown on the homepage.

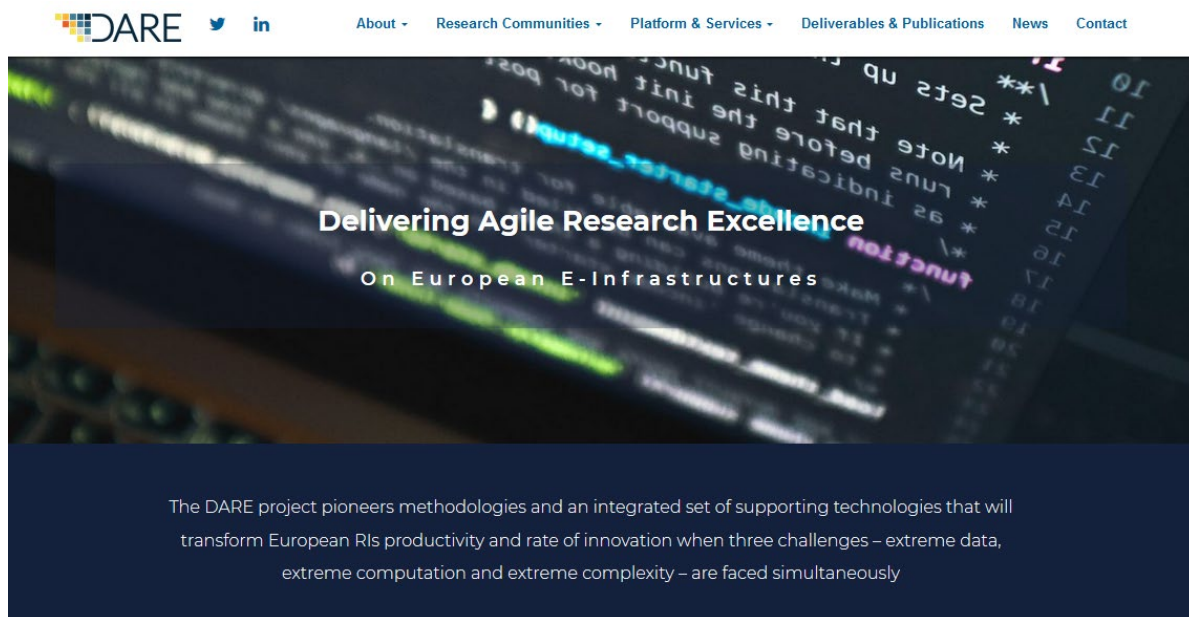


Figure 3: DARE project website homepage

2.2 Social Media Channels

Following partners' discussion at the kick-off meeting in Athens in Greece, it was considered appropriate to create two social media channels in order to avoid having too many accounts that the community would fail to follow.

Twitter was chosen for brief and frequent updates and LinkedIn was chosen in order to reach out to the community in a more professional manner and have the opportunity to occasionally write articles and share news. Both accounts were created in January following the project's kick-off meeting.

2.2.1 Twitter

DARE’s Twitter account is available under this URL: https://twitter.com/EU_project_DARE and the corresponding handle is: **@EU_project_DARE**



Figure 4: DARE Twitter account

2.2.2 LinkedIn

A LinkedIn company page has been created under this URL: <https://www.linkedin.com/company/dare-h2020-project>.

A LinkedIn group is also in place to allow for a discussion forum to be created with the community.

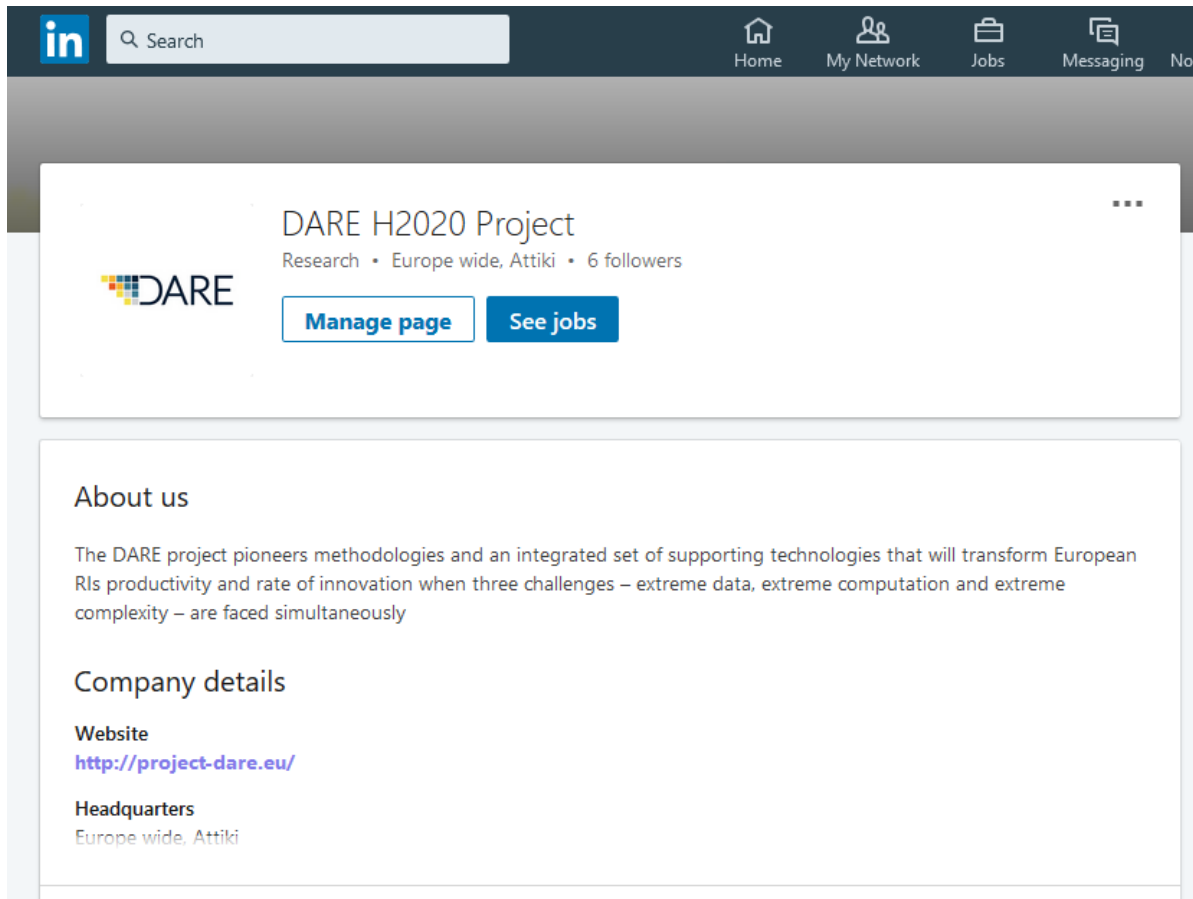


Figure 5: DARE LinkedIn page

2.2.3 Research Gate

Following further discussions amongst the partners, an additional more research-related channel was decided to be created so as to easily share publications and reports with the research community.

In mid-March a Research Gate account was created under this URL:

<https://www.researchgate.net/project/DARE-Delivering-Agile-Research-Excellence-on-European-e-Infrastructures>

The screenshot shows the Research Gate interface for a project. At the top, there is a navigation bar with the Research Gate logo, 'Home', 'Questions', and 'Jobs' links, a search bar, and user profile icons. The project title is 'DARE: Delivering Agile Research Excellence on European e-Infrastructures'. Below the title, it lists collaborators: Iraklis A. Klampanos and Malcolm Phillip Atkinson, with a link to 'Show all 18 collaborators'. A 'Goal' section states: 'This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 777413. Website: <http://project-dare.eu/>'. On the right side, there are statistics: 'Updates: 0 (0 new)', 'Recommendations: 0 (0 new)', 'Followers: 5 (0 new)', and 'Reads: 41 (6 new)'. Below the statistics, there are buttons for 'Ask a question', 'Share', and a dropdown menu. The main content area is titled 'Project log' and contains a post from Iraklis A. Klampanos dated Mar 19, stating 'added a project goal' and repeating the project's funding information and website link.

Figure 6: DARE Research Gate account

3 Conclusions

The DARE website is the project's main online public dissemination channel. Along with the website, partners have agreed to run two social media accounts; one for Twitter and one for LinkedIn. An additional, more research related channel was created, under Research Gate.

Following the creation of these online channels, NCSR Demokritos is responsible for gathering content from all partners, updating the material on the website and for posting new content on social media. The ultimate goal is for DARE to build a community around its online channels thus interacting vibrantly with each other.

The layout of the website has been setup in such a way that accessing produced material (e.g.: deliverables, reports and presentations) is facilitated. All the information is clearly displayed in a noise-free background to ensure ease of access and readability on any device (thanks to the responsive design applied to the website).

Finally, a Google Analytics account has been setup and linked to the website from the beginning so as to help monitor user behaviour and extract statistics for reporting purposes.