Deliverable 7.2 Communication toolkit

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Description of the related task and the deliverable. Extract from DoA

...Task 7.1 Dissemination

Task leader: VTT

Participants: UCD, KUL, KTH, ER

During the first semester of the project, a set of communication tools will be defined by the Task leader. These include designing:

- Project identity including the project logo, graphic guidelines for web design, presentations and publications.
- Creation and maintenance of the public project web site.
- Press releases when needed.

During the project, the task leader will coordinate all dissemination efforts laid out in the dissemination plan. These include preparation of announcements to social media (see below) and to the professional networks of the project participants. Task leader will make these together with the project participants relevant to each announcement. The journal articles will be prepared by the relevant project participants.

The website of the project will form the main avenue for dissemination. The task leader will establish the website and be responsible for its maintenance. The website will continue to be used also after the project for the development of the Spine Toolbox and the Spine Model. The many collaboration tools needed for open source software development (discussion forum, a version control repository, a project management/issue tracking tool and a data repository) will be made accessible through the website. In addition to the tools, the website will contain documentation, project deliverables, presentations and articles. The addition of new research papers, presentations and other publications in the website after the end of the project will be made possible.

In addition, the project will establish accounts for relevant social media, such as Twitter, ResearchGate and LinkedIn. Through these social media outlets, the project consortium will actively relay news, tool upgrades, results, etc. communication to these social media tools and actively seek to increase the number of followers using personal contacts and professional networks.

D7.2 Communication toolkit. Project communication material including project logo, public website, templates (VTT, M5)
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1. COMMUNICATION TOOLKIT

This document describes concisely the communication toolkit of the project – i.e. the platforms and the templates used to communicate to the stakeholders. These consist of the project website, accounts at relevant social media, internal and external mailing lists for the distribution of project news and newsletters, and the templates for project reports and presentations.

The role of the project website is to strengthen exchange with external experts and to increase the visibility of the project. The project website will be used for providing detailed information on Spine’s objectives, partners, methodologies, results, publications, news, events and links to related activities. In particular, the project web site acts as a gateway to the development of Spine Toolbox. The website will provide a link to Spine Toolbox development site, which will continue to be used also after the project for the development of Spine Toolbox and the Spine Model. The website will be hosted by one of the project partners. Open source software development requires several collaboration tools and these will be made accessible through the website. These tools include a discussion forum, a version control repository, a project management / issue-tracking tool, and a data repository.

The address of the website is www.spine-model.org, and the Twitter and LinkedIn accounts can be found in https://twitter.com/Spine_Project and linkedin.com/in/spine-project-eu-38a61415a

In addition to the website, accounts will be set up in LinkedIn and Twitter. The aim of them is to attract followers through active presence in social media and social media groups (e.g. LinkedIn groups, and EC-hosted collaboration spaces for energy).

The newsletter of the project will be distributed mainly electronically, through the project website, social media accounts and the project mailing lists.

In addition to the website, the project sets up a mailing list through which recent news of the project will be delivered. Joining of the mailing list is advertised on the website and on all the relevant meetings. Internal mailing lists for the Spine project, for the Spine advisory group, and for toolbox/model developers have also been set up.

2. STRUCTURE OF THE WEBSITE

In the first stage, the website consists of the main site, and sub-pages providing an introduction to the project aims and contents, description of the project consortia, latest news of the project, publications (both deliverables and articles) and contact information for the project (Figure 1). As soon as the project starts to share code development, the web-site will have links to the relevant code and data repositories.

The website will be updated regularly, and new information is added as the project proceeds.
3. SOCIAL MEDIA ACCOUNTS

Social media accounts in Twitter and LinkedIn have been set up for the project (see also Deliverable D7.1). Social media will be actively used to communicate project news. Particularly the internal and external events hosted by Spine, such as the workshops, social media use (especially through Twitter) is important. Social media use will help to promote the event, and interacting with others at the events also raises Spine’s social media profile and thereby contributes to achieving a wider audience. It also provides a useful means of sharing information on Spine’s activities, highlighting attendance at each event, and bringing updates directly from the speakers. Photographs can also be uploaded to Twitter, accompanied by a caption or description. In addition, these will provide photos for further reporting after the event. Another important use for social media is to advertise the development of the Spine Toolbox and the publications the members produce. Later also other contributors using and co-developing the Spine Toolbox may start to contribute to the Spine social media feeds.

4. LOGO AND TEMPLATES

Figure 2 depicts Spine project’s logo. It is used in all the on-line and printed documentation of the project.
In addition, the project has a power point template and a template for posters (Fig. 3 & 4). Both of these are used in all the project presentations. The opening slide of the power point template has small figures that depict the different parts of the Spine model.

For the poster presentations, a poster template has been prepared (Fig. 2).
Figure 6. Spine poster template