



Funded by
the European Union



MYRTUS

Multi-layer 360° dYnamic orchestration and interopeRable design environmenT for
compute-continUum Systems

Deliverable: **D11.1 Project website and social media accounts**

Due date of deliverable: (31-03-2024)

Actual submission date: (22-03-2024)

Start date of Project: 01 January 2024

Duration: 36 months

Responsible: Alessandra Bagnato (SOFT)

Revision: draft

Dissemination level		
PU		
DEC		x
SEN		



DOCUMENT INFO

Author

Author	Company	E-mail
Alessandra Bagnato	SOFT	alessandra.bagnato@softeam.fr
Tiziana Fanni	ABI	tiziana.fanni@abinsula.com
Francesca Palumbo	UNICA	francesca.palumbo@unica.it
Andres Otero	UPM	joseandres.otero@upm.es

Document history

Document version #	Date	Change
0.1	11/03/2024	First Draft of D11.1
0.2	14/03/2024	Content on Social Media & Web site added
0.3	16/03/2024	Deliverable ready for review
0.4	19/03/2024	First review incorporated
0.5	21/03/2024	Second review incorporated
1.0	22/03/2024	Deliverable D11.1 uploaded on the portal

Document data

Keywords	Website, Social Media
Editor Address data	Name: Alessandra Bagnato Partner: Softeam Address: 3 avenue du Centre 78280 Guyancourt France Phone: +33638817652 email: Alessandra.bagnato@docaposte.fr



Table of Contents

1 Executive Summary	3
2 Introduction	4
3 Project Website	4
4 Social Media	4
4.1 X (formerly Twitter)	5
4.2 LinkedIn	6
4.3 YouTube	6
4.4 Zenodo	7
5 Conclusions	7
6 References	8

1 Executive Summary

This deliverable reports the set-up of MYRTUS website and social media during the first three months of the project.

D11.1	WP	Lead	Type	Month
Project website and social media accounts	WP11 - Communication and Dissemination	SOFT	DEC*	M3

** DEC (Websites, patent filings, videos, etc): Set-up of website and social media for results dissemination and exchange inside/outside consortium.*

The deliverable *D11.1 - Project website and social media accounts*, is a DEC type (i.e., Websites, patent filings, videos, etc.) and is related to the creation of a mix of channels for reaching the MYRTUS target audience and objectives. This includes a combination of proven, traditional approaches such as the project website and social media presence (LinkedIn, X, and YouTube).

The purpose of this document is to support the D11.1 DEC deliverable, and briefly introduce the MYRTUS visual identity as a part of WP11 - Communication and Dissemination Workpackage.

Nowadays, web presence is a must for any type of organization or project. It is not enough to merely create a website, a complete list of Internet and mobile activities should be available through various channels, such as WWW, LinkedIn, X(formerly Twitter), or YouTube.

Table 1.1 – Deliverable D11.1- Project website and social media accounts

**D11.1- Project website and social media accounts – M3 – Task Involved :
T11.1(M1-M36) - Communication [SOFT(L), ALL] MYRTUS**



2 Introduction

This deliverable D11.1 reports the MYRTUS project's initial web presence, including information and activities related to the launch of the MYRTUS website, the LinkedIn showcase page, and the X (formerly Twitter) setup activities, as well as the first setup without any content of a YouTube page and other social activities of the project as the creation of the project Zenodo page.

3 Project Website

The MYRTUS website [1] will be a centerpiece for all activities of the project (including public deliverables, publications, and other tangible results). The website has been enhanced with high-quality visual design and illustrations, making MYRTUS more approachable and easier to remember.



Figure 3.1- MYRTUS Web Site

4 Social Media

This chapter contains the most crucial social media presence and activities, related to LinkedIn and Twitter. Regarding these two social media, it is important to highlight that the X(formerly Twitter) social media is currently in a declining phase^{1,2}. Therefore, even though it is still targeted by the MYRTUS Project to communicate its results, our main expectations for communication through social media rely on LinkedIn. Other activities are planned, like MYRTUS's YouTube and Zenodo channels, which could be classified as a social media activity. The MYRTUS consortium has planned to systematically keep its presence in social media – LinkedIn [2], Twitter [3], YouTube[4] - by posting regularly about the project's progress. In the period covered by the deliverable we started LinkedIn and Twitter channels. This will allow us to have a continuous dialogue and engagement with our followers. We expect to develop very interesting contacts with companies, projects, and certain groups of people, not only

¹ <https://www.bigtechnology.com/p/exclusive-data-twitter-is-shrinking>

² <https://variety.com/2023/digital/news/musk-twitter-x-acquisition-one-year-user-revenue-decline-1235770297/>



from the IT sector, which would be profitable for this project but also in other closely related enterprises.

MYRTUS social media accounts will be used to post information related to the MYRTUS project, like announcements, new releases, new publications, new presentations on conferences, webinars, videos, and other events, as well as the participation of MYRTUS team members in such events.

4.1 X (formerly Twitter)

The MYRTUS presence on Twitter is carried out through an X(formerly Twitter) account dedicated to the project. It contains information about the project, a link to the MYRTUS website, and a list of activities. Figure 4.1 provides a screenshot of MYRTUS on Twitter.

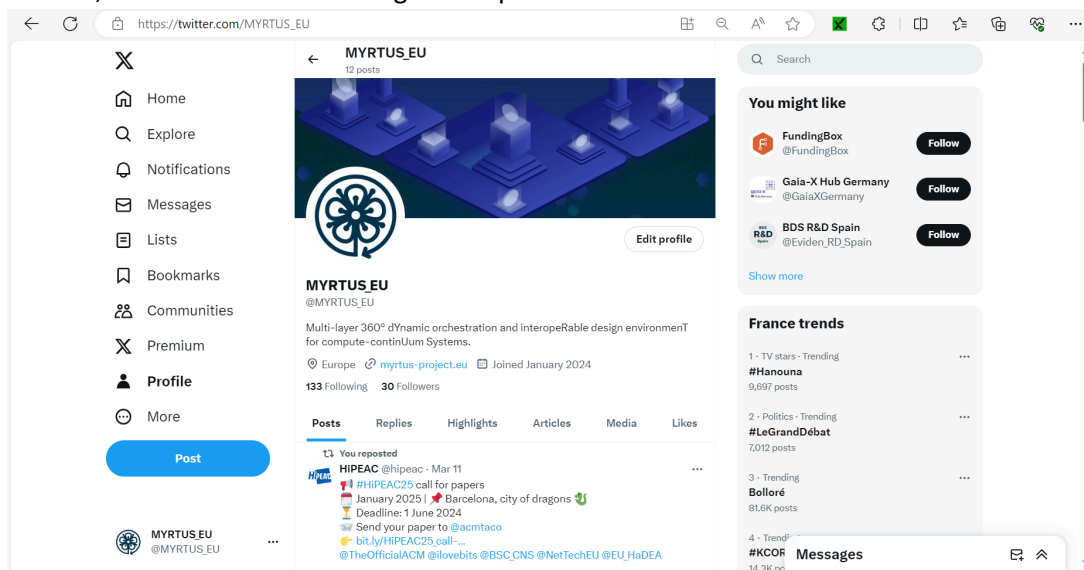


Figure 4.1- Twitter account

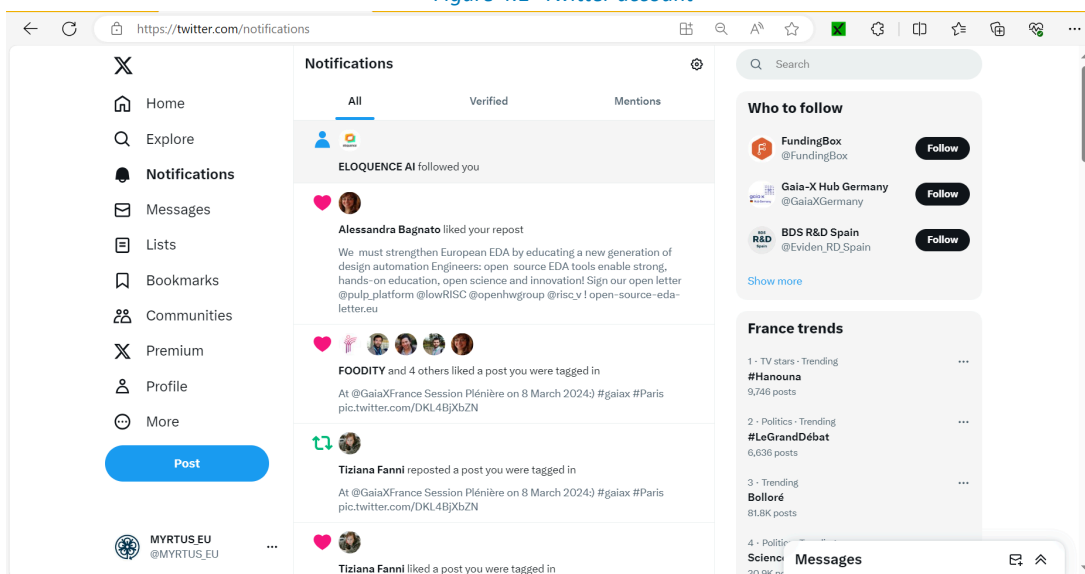


Figure 4.1.1- Twitter engagements



4.2 LinkedIn

The MYRTUS presence on LinkedIn is carried out through a showcase page dedicated to the project. This showcase page contains information about the project, a link to the MYRTUS website and the list of activities. A screenshot of the MYRTUS LinkedIn page is shown in Figure 4.2.1.

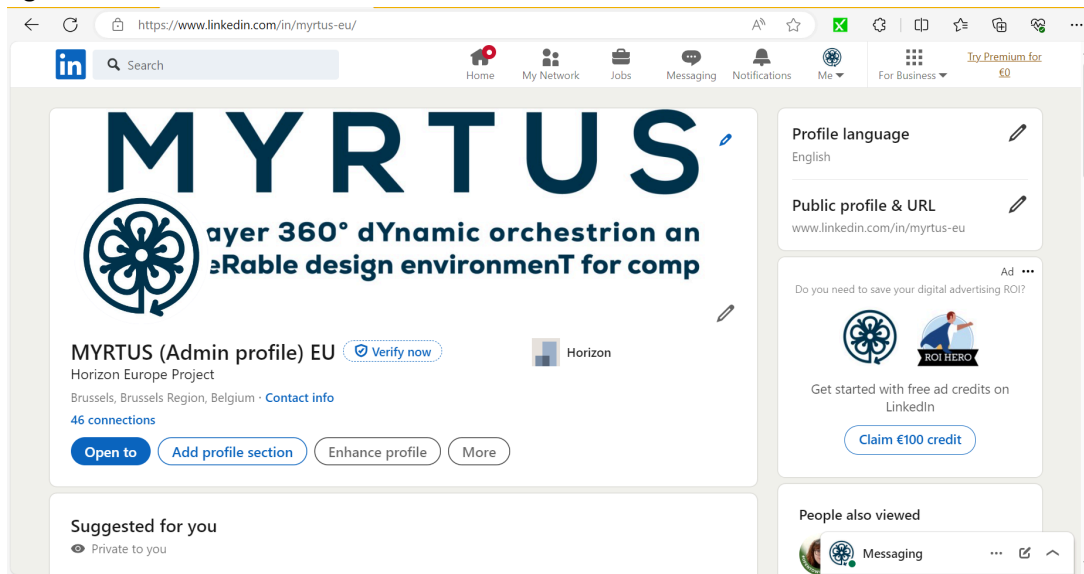


Figure 4.2.1- LinkedIn Account

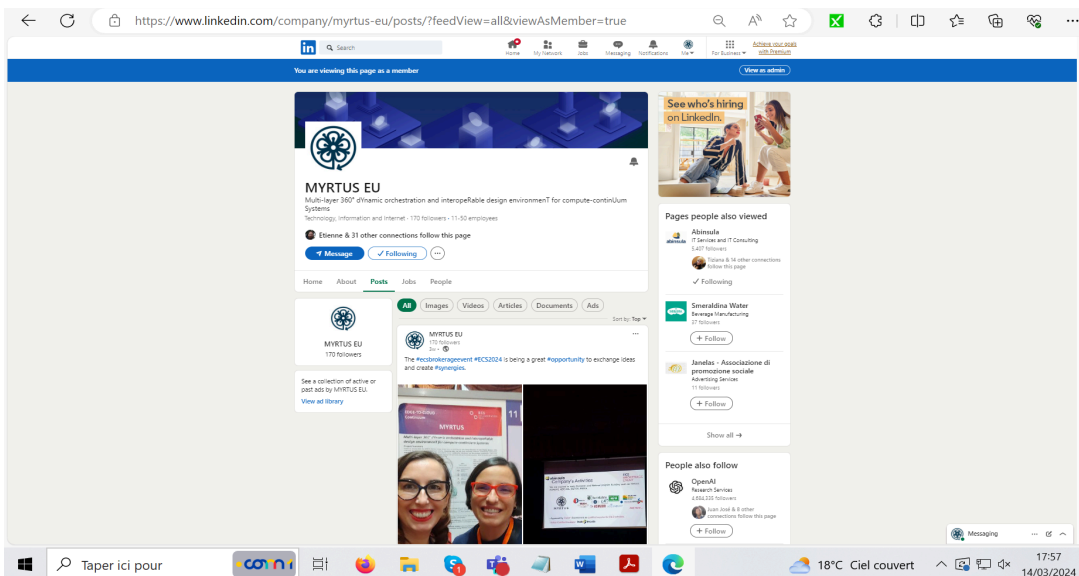


Figure 4.2.2- LinkedIn Page



4.3 YouTube

A YouTube page was created for MYRTUS at [4]. So far, a video to briefly introduce the project has been created and uploaded³.

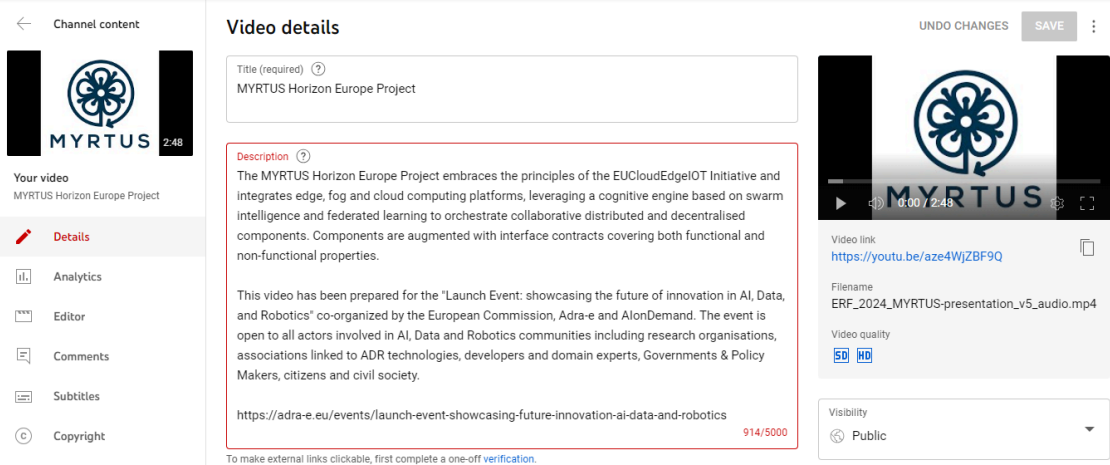


Figure 4.3- YouTube Page

4.4 Zenodo

A Zenodo page was created for MYRTUS at [5]. So far, the poster prepared for the ECS Brokerage event has been uploaded⁴.

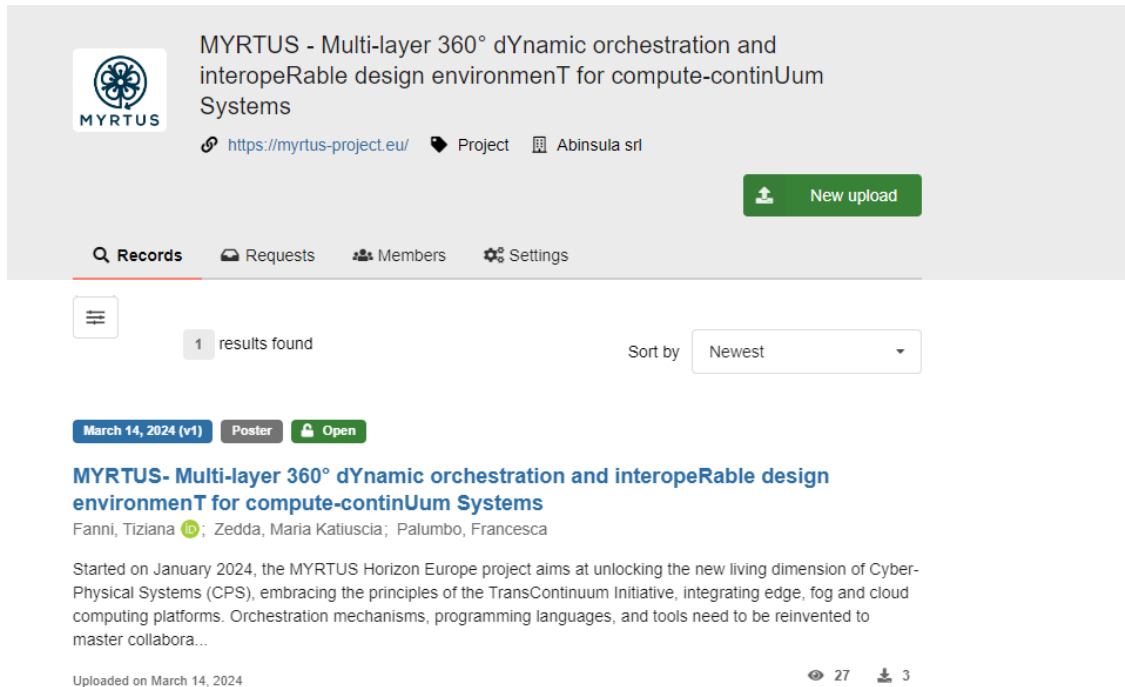


Figure 4.4- Zenodo Page

³ <https://youtu.be/aze4WjZBF9Q?si=C9awxbazdpiwfG6a>

⁴ <https://zenodo.org/records/10818486>



5 Conclusions

The importance of web presence is obvious in today's world. This document presents the initial MYRTUS project web presence.

The detailed elements of the MYRTUS website and social networks are described in this deliverable. The scope of the social media activity has been described in the key social media channels of focus for this project: LinkedIn, Twitter and at a later stage YouTube and Zenodo.

Table 3 MYRTUS social media – statistics since their creation date

Statistics period: 01.02.2024 – 21.03.2024			
	LinkedIn	Twitter	YouTube
Followers	192	54	18
Impressions	7261	718	104
Engagements rate	19.76%	5.9%	—

6 References

- [1] [Myrtus | Multi-layer 360° dYnamic orchestration and interopeRable design environmenT for compute-continUum Systems \(myrtus-project.eu\)](https://myrtus-project.eu/)
- [2] <https://www.linkedin.com/company/myrtus-eu/>
- [3] https://twitter.com/MYRTUS_EU
- [4] <https://www.youtube.com/@MYRTUS-EU>
- [5] <https://zenodo.org/communities/myrtus/>