



Optimal Strategies to Retain Water and Nutrients

## Deliverable D7.1:

# Launch of OPTAIN website and social media

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## Deliverable status

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## Summary

Work package 7 “Dissemination, communication and Learning Environment” of the OPTAIN project has the objective to effectively promote and disseminate OPTAINs research using a variety of media and methods as appropriate for different actors and target audiences.

As a foundation of effective communication activities, it is crucial to establish a sound set of tools that support public visibility early in the project. Accordingly, a project website ([www.optain.eu](http://www.optain.eu)) as well as two social media channels have been developed and set up in the first 3 months of OPTAIN. These tools are also part of OPTAINs complete ‘Communication and Dissemination Strategy’, which will be developed by month 8.

OPTAINs social media channels (Twitter: [https://twitter.com/h2020\\_optain](https://twitter.com/h2020_optain); Facebook: <https://www.facebook.com/H2020OPTAIN>) will ensure a wide impact and outreach of OPTAINs news, events and results. Furthermore these platforms will be used to create a virtual community and allow for the engagement of a wide set of interested parties.

To secure the longer-term impact of the project, the website of OPTAIN will be maintained for a minimum of 5 years after the end of the project.

# 1. OPTAIN Website

The OPTAIN public website will provide basic information about the projects aims, activities and results and will redirect to social media for the live information and direct engagement with interested target groups. The OPTAIN website will also redirect to the OPTAIN Learning Environment (online in August 2022, see section 2.6). Both will be maintained during the project and for five years after the end of OPTAIN.

Two internet addresses lead to the OPTAIN website: <https://www.optain.eu/> and <https://www.optain.org>. Currently, an OPTAIN welcome page is available. It was created at the start of the project (September 2020) to support social media promotion of the kick-off meeting. OiEau is responsible for the development of the OPTAIN website and a complete version will be delivered during the first two weeks of December 2020 based on the specifications presented in this document.

## 1.1. Two main phases of development



Over the phase 1 (month 3 to month 24), all the knowledge produced by OPTAIN will be displayed in the section named Media centre (see section 2.5). Then, part of the knowledge materials will be transferred to the Learning Environment.

## 1.2. Update of OPTAIN website

The website will be updated based on the progress of the project and feedbacks from partners. To gather the information a dedicated template will be proposed to partners.

OiEau IT team will ensure the administration of the website such as structural changes in the map/design (if needed) along the course of the project.

## 1.3. Translation

The website will be available in English. Part of the website and forthcoming news will also be available in other languages (especially the information addressed to local stakeholders from the case studies). In that case, a document containing the translated version will be added on the related page of the website.

## 1.4. Graphical settings

An OPTAIN brand guide organizes messaging and imagery of the project and will be part of the D7.2 'Communication and Dissemination Strategy', which will be delivered at month 8 by GWP CEE. The website follows the specifications of the brand guide in terms of colour, font and graphical element.

## 1.5. OPTAIN intranet

In addition to the public OPTAIN website, an internal area will only be accessible after log-in. The aim is to provide partners a quick overview on important internal information as well as the next steps/milestones/deliverables. The Coordinator (UFZ) will be responsible to edit and update the information of the Intranet.

## 2. Website map

### 2.1. Home page



### 2.2. News section

#### 2.2.1. Latest news

Content	Type of content
To update on the latest progress of project. A template will be proposed to gather the content.	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- title</li> </ul>

	<ul style="list-style-type: none"> <li>- then inside the sub-section, texts, links of the doc to be downloaded, links towards video, etc.</li> </ul>
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## 2.2.2. Public events

Content	Type of content
This section will list (i) events at which partners will present OPTAIN: (ii) events promoted by OPTAIN.	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Then inside the sub-section: texts, links of the doc to be downloaded, links towards video, etc.</li> </ul>

## 2.2.3. OPTAIN events

Content	Type of content
This section will list the events organised by OPTAIN: internal events such as General Assembly and events targeting stakeholders such as summer schools.	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Then inside the sub-section, texts, links of the doc to be downloaded, links towards video, etc.</li> </ul>

## 2.3. About section

### 2.3.1. Project summary

Content	Type of content
This section will present the key points of the projects and its overall context	<ul style="list-style-type: none"> <li>- Title</li> <li>- Picture</li> <li>- Text</li> <li>- Links</li> </ul>

### 2.3.2. Objectives

Content	Type of content
This section will present the main objectives of the projects	<ul style="list-style-type: none"> <li>- Title</li> <li>- Picture</li> <li>- Text</li> <li>- Links</li> </ul>

### 2.3.3. Workplan

Content	Type of content
This section will be present the work packages and essential project activities	<ul style="list-style-type: none"> <li>- Title</li> <li>- Picture</li> <li>- Text</li> <li>- Links</li> </ul>

### 2.3.4. Innovation potential

Content	Type of content
This section will highlight the innovation potential of OPTAIN throughout the different activities and deliveries of the project	<ul style="list-style-type: none"> <li>- Title</li> <li>- Picture</li> <li>- Text</li> <li>- Latest update</li> <li>- Links</li> </ul>

### 2.3.5. Our team

Content	Type of content
This section will present the persons involved in the project, their organisations and involvement in the project and a presentation of the persons involved in the Science Advisory Board	<ul style="list-style-type: none"> <li>- Photo</li> <li>- Text</li> <li>- Organisation logo</li> <li>- Table with text (to present the partners' activities in the project)</li> </ul>

### 2.3.6. Collaborations and links

Content	Type of content
This section will act a small portal towards similar initiatives and details important collaborations (ex: WATERAGRI)	<ul style="list-style-type: none"> <li>- Text</li> <li>- Logo</li> <li>- Link</li> </ul>

## 2.4. Case studies and Actors involvement

### 2.4.1. Case studies

Content	Type of content
This section will present the 14 Cases studies.	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Photo</li> <li>- Text</li> <li>- documents</li> <li>- Links</li> </ul>

### 2.4.2. MARG mechanism

Content	Type of content
This section will present the Multi-Actor Reference Group mechanism	<ul style="list-style-type: none"> <li>- Title</li> <li>- Photo</li> <li>- Text</li> <li>- Links</li> </ul>

## 2.5. Media centre

This section will gather all the materials produced by OPTAIN until the Learning Environment is up and running. Then after, the media centre will focus on information such as newsletter, deliverables, press release, etc. as all the learning related materials will be displayed in the Learning Environment.

Each sub-section will become publicly available once the content is uploaded. The foreseen sub-sections are:

### 2.5.1. Newsletter

Content	Type of content
This section will list OPTAIN Newsletters	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Newsletter</li> </ul>

## 2.5.2. Deliverables

Content	Type of content
This section will list all the OPTAIN deliverables	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Deliverable</li> </ul>

## 2.5.3. NSWRM

Content	Type of content
This section will list information on NSWRM. It will combine documents directly accessible on OPTAIN website, links towards existing catalogues and models, note prepared by OPTAIN partners to explain NWRS	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Documents, Links</li> </ul>

## 2.5.4. Policy recommendations

Content	Type of content
This section will present the WP6 analysis and results and to start with the policy context for NSWRM	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Document or text</li> <li>- Links</li> </ul>

## 2.5.5. Scientific publications

Content	Type of content
This section will list scientific publications written by OPTAIN partners	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Document or link</li> </ul>

## 2.5.6. Press release

Content	Type of content
This section will list newspaper, journalists' article on OPTAIN disseminated on news channels	<ul style="list-style-type: none"> <li>- Pictogram</li> <li>- Title</li> <li>- Video</li> <li>- Document or link</li> </ul>

## 2.6. Learning Environment

The Learning Environment will disseminate OPTAINs knowledge to a wide audience consisting of practitioners, regional planners, decision makers, researchers, graduate and post-graduate students, and anyone else interested in NSWRM. Depending on the main target group of a specific element of the Learning Environment the scientific level of the content will differ. All components will be developed with virtual example data (e.g. to design the tools), which will be later replaced by meaningful case study and synthesis results. Through several multi-actor workshops and training events (e.g. summer school, regional dialogues), OPTAIN will request feedback for each of the components of the Learning Environment, thus creating an environment for 'learning' how to best prepare, analyse, visualise and present our project results to the public. At month 24, the Learning Environment will be open, but first the strategy will be set to decide which components should be developed (month 12).

## 3. Social media

The EU guide states<sup>1</sup> that excellent science needs effective communication and dissemination. And since the OPTAIN project strives to do exactly that, a Social Media Strategy Guide was created to streamline the communication and dissemination process via social networks.

Informing diverse stakeholders, ranging from non-scientific audiences and science enthusiasts all the way to policymakers, business partners and water specialists is a challenge that needs to be addressed with careful planning and execution.

The social media is part of OPTAINs “Strategic communication and dissemination” that will help to explain the wider societal relevance of science, build support for future research and innovation funding, ensure uptake of results within the scientific community, and open-up potential business opportunities for novel products or services”<sup>1</sup>.

### 3.1. Social Networks

EU-funded projects mostly use Twitter, Facebook, LinkedIn, Google+, Instagram and Pinterest (with most preferring Twitter). OPTAIN project has chosen Twitter and Facebook as their most relevant and preferred social networks.

#### 3.1.1. Twitter

Twitter provides a short and easy communication with high number of users. It is increasingly used by professionals for a fast communication about specific news and events. The OPTAIN Twitter account can be accessed under: @H2020\_OPTAIN or [https://twitter.com/h2020\\_optain](https://twitter.com/h2020_optain).



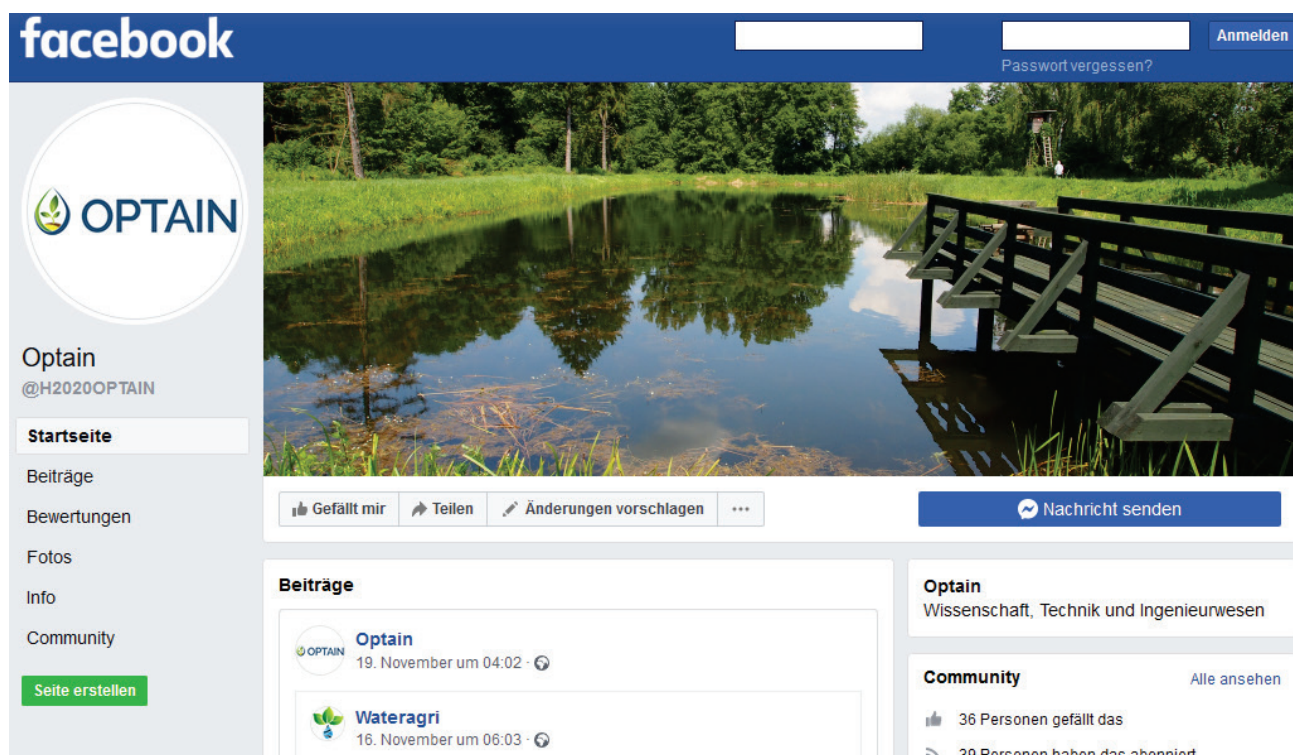
<sup>1</sup> [EU-IPR-Brochure-Boosting-Impact](#)

**What to post?** The current text limit is 280 characters. Media attachments are not counted towards the character limit, just like quoted tweets. However, URL links are always included. No matter how long, URL's are always altered to 23 characters.

**How to use it?** Twitter is great for short and eloquent messages or announcements. The best tweets react to actual situations or important issues. The most effective tweet is crafted with utilizing of all Twitter features, like hashtags, links, graphical content and tags within the graphical content, to ensure the highest level of reach of the tweet.

### 3.1.2. Facebook

Facebook remains one of the most popular social networks and has the advantage of providing a community-like space, where news, links, photos and videos are easily shared. The OPTAIN Facebook account can be accessed under: @H2020OPTAIN or <https://www.facebook.com/H2020OPTAIN>.



**What to post?** The text has no character limit, although it is advised to keep the text to a minimum. Just like with Twitter, it is possible to attach photos, GIFs, videos, links, etc.

**How to use it?** If Twitter is portrayed as more formal, news-like network, Facebook is its opposite. Facebook will be used to communicate about the OPTAIN project in a more informal way.

The best option for communicating and disseminating OPTAIN is via a dedicated Facebook page. This represents the most convenient way to promote the project, allowing to post a variety of content including pictures, videos, event invitations and so on. A page has also the advantage to allow for several nominated users under different types of profiles (admin, editor, reviewer).

### 3.2. Measuring impact

Almost every social network offers a set of marketing and analytical tools, specific for the network. These tools greatly enhance the effectiveness of measuring the key performance indicators (KPI) like Engagement rate, Return of Investment, and many others. It is possible to assess each post in detail even months afterwards.

OPTAIN KPIs are presented in detail in the Communication and Dissemination Strategy. These KPIs are projected in the monitored metrics within the respective software. For Facebook, Facebook Insights is used to monitor and generate the data. And to collect the data from Twitter, Twitter Analytics is the best choice.

The overall monitoring of social media KPIs will be done each month to collect all data on one side, and not to overburden the administrators on the other. The collected information will then be included in the reports through the EU periodic reports.

### 3.3. Social media best practices

**To make the best out of the utilized social media**, connection with other EU-funded projects and the European Commission social media channels is being established. @EU\_H2020 and #H2020 tags are being used (among others) to maximize the visibility. The administrators compiled a list of partner social media accounts to use their well-established social media presence. To reach already existing audiences. Administrators will monitor and share the social media results in the deliverables and periodic reports. From the beginning, an editorial calendar/social media log was created to support the administrators in aspects like the post frequency planning.

In terms of **Twitter**, the project handle was created and is used consistently throughout the overall project implementation. Relevant handles and tags are used in OPTAIN tweets to maximize the visibility and recognition as well as to build a relationship with other entities and make them aware. Emojis are being included to make the message more appealing and to convey the desired emotion. The text messages are enriched with pictures, videos, GIFs, or data visualizations to spark interest.

EU Twitter handles: @EU\_H2020 @EU\_Agri @EUClimateAction @EU\_ENV

EU Twitter hashtag to use: #H2020

Follow [@H2020\\_OPTAIN](#) on Twitter

OPTAINs **Facebook** account applies almost the same best practices as Twitter but with slight changes. Hashtags in Facebook are not that developed yet. Instead, the account will vary the content (pictures, videos, polls, links...) and tag other entities in the posts, to gain bigger reach. Messages are also being adjusted for more information but kept below six lines to make sure the whole message is being displayed to the audience.

Facebook pages: EUScienceInnov; EU.Growth; EUAgri

Follow [@H2020OPTAIN](#) on Facebook