Triple

Transforming Research through Innovative
Practices for Linked Interdisciplinary Exploration

31 JULY 2020 Advancing Open Scholarship

8.3 COMMUNICATION STRATEGY

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Communication Strategy

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Acronyms

CC0	Creative Commons Zero (No Rights Reserved)
CNRS	French National Centre for Scientific Research
DHd	Digital Humanities in the German-Speaking Countries
DOI	Digital Object Identifier
EOSC	European Open Science Cloud
ESOF	EuroScience Open Forum
EU	European Union
FAIR principles	Findable, Accessible, Interoperable, Reusable
GDPR	General Data Protection Regulation
ICTeSSH	Information and Communications Technology enhanced Social Sciences and Humanities
IT	Information Technology
LREC	International Conference on Language Resources and Evaluation
MWS	Max Weber Foundation - German Humanities Abroad
NGO	Non-Governmental Organisation
OA	Open Access
OPERAS	Open Scholarly Communication in the European Research Area for Social Sciences and Humanities
OPERAS RI	OPERAS Research Infrastructure
ORCID	Open Researcher Contributor Identification
PCT	Project Coordination Team
PEDR	Plan for Exploitation and Dissemination of Results
RI	research infrastructure
RI-VIS	Expanding Research Infrastructure Visibility to Strengthen Strategic Partnerships

SME   Small and Medium-Sized Enterprise
SSH   Social Sciences and Humanities
SSHOC   Social Sciences and Humanities Open Cloud
TGIR   Very Large-Scale Research Facility
THATCamp   The Humanities and Technology Camp
TRIPLE   Transforming Research through Innovative Practices for Linked
               Interdisciplinary Exploration
UN   United Nations
WP   work package

Publishable Summary

The Communication Strategy is a guideline for all communication activities and dissemination measures of the TRIPLE project partners and delineates how communication and dissemination can contribute to exploitation. The strategic aim is to increase awareness and visibility of the TRIPLE project and, most importantly, of the product it is developing: an innovative multilingual and multicultural discovery solution for the social sciences and humanities (SSH). Our goal is to spread knowledge about the benefits of this platform to multiple different stakeholders. Since not all of our stakeholders are equally familiar with a) the landscape of European research infrastructures, projects and services and b) Open Science terminology, it is key to have a wider, non-specialist audience in mind when developing communication materials and campaigns.

This document first identifies the core messages of the TRIPLE project and future discovery service that we want to communicate to the diverse range of stakeholders. The Strategy then presents the visual identity of TRIPLE and gives an overview of the different communication materials we have developed so far and are planning to create in the future. The core of the document is dedicated to the various dissemination measures and online and offline communication channels of the project and how these can be used strategically to reach the target audiences (including the different European national communities). The Strategy also describes how TRIPLE is presented as one of the future services of OPERAS, the research infrastructure supporting open scholarly communication in the social sciences and humanities in the European Research Area, and how the communication of TRIPLE and of related other infrastructures, projects and services align. Project-internal communication channels and processes are outlined briefly as well. The Strategy concludes with a section on potential risks in communication, and how these risks are either already being addressed, or how they can be addressed in the future if needs be.

There is a close link of the Communication Strategy with deliverables D8.6 "Plan for Exploitation and Dissemination of Results (PEDR) Draft" (also due on 31 July 2020), D3.1 "Report on User Needs" and D7.2 "Intermediate Report on Exploitation and Sustainability Strategy" (due 30 September 2020), which all complement each other.

As a living document, the Communication Strategy is subject to change as the project evolves. It will be adapted to the project´s needs (in accordance with the development phases of the TRIPLE platform: research and development stage, testing stage, exploitation stage) and will be regularly updated.

1| STRATEGY

The Communication Strategy focuses on the communication of a) the project results, i.e. most important of all the final product, the discovery platform and associated services and b) information about the project, i.e. the process of developing the product and internal workflows.[1] We assume that the target audiences (stakeholders) are more interested in the former as this is what they directly benefit from. In Section 2 we define who these target audiences are, while in Section 5 we give an overview of which dissemination measures are suitable to reach each of these groups.

In the ensuing sections we outline the messages we would like to convey in the TRIPLE project, we describe TRIPLE's visual identity and present the communication materials we have already created as well as those we plan to develop in the near future. We also mention language-related aspects of communication, which includes issues of accessibility.

1.1 Core Messages to Communicate

1.1.1 TRIPLE Facts & Figures

Some key facts and figures about the **TRIPLE project**:

☐ Launch: 1 October 2019

☐ Kick-off meeting: 4 December 2019

☐ Project duration: 42 months (2019–2023)

☐ Financed under the Horizon 2020 framework with approx. 5.6 million Euros

☐ Consortium of 19 partners from 13 European countries

☐ Coordinated from France by Huma-Num, a unit of the French National Centre for Scientific Research (CNRS)

☐ Currently approx. 85 staff members working in one or more of the eight work packages

Some key facts about the **TRIPLE platform**:

☐ is the heart of the project and will be released as a prototype in autumn 2021;

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[1] The European IPR Helpdesk (2018). Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation. https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf, p. 13.

☐ is an innovative multilingual and multicultural discovery solution for the social sciences and humanities (SSH);

☐ will provide a single access point that allows you to explore, find, access and reuse materials such as literature, data, projects and researcher profiles at European scale;

☐ is based on the Isidore search engine developed by Huma-Num (unit of CNRS);

☐ will be one of the dedicated services of OPERAS, the research infrastructure supporting open scholarly communication in the social sciences and humanities in the European Research Area.

1.1.2 TRIPLE Acronym and Tagline

TRIPLE is an acronym which stands for the tagline "**T**ransforming **R**esearch through **I**nnovative **P**ractices for **L**inked Interdisciplinary **E**xploration".

1.1.3 TRIPLE Goals and Impacts

TRIPLE's main goals and impacts combined represent the project's unique selling point.

The key goals of the TRIPLE project are:
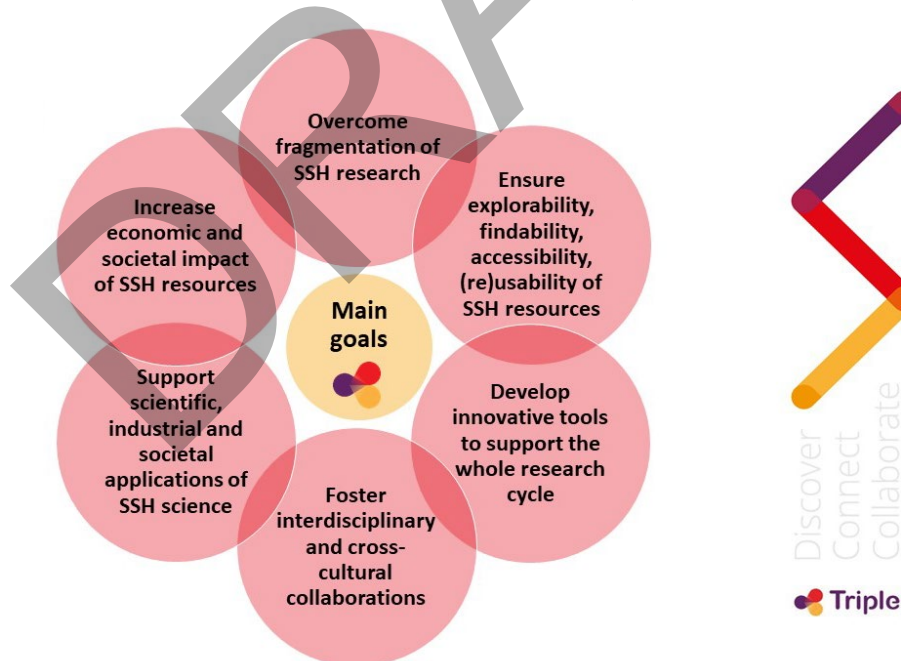
FIGURE 1. Main goals of the TRIPLE project

☐ TRIPLE will overcome the strong disciplinary, linguistic and cultural fragmentation of SSH research by providing a single multilingual access point to material currently scattered across local repositories.

☐ The TRIPLE discovery platform will help users to explore, find, access and (re)use open scholarly SSH resources: research data and publications, researcher profiles and projects.

☐ TRIPLE will make use of innovative digital tools to support research, and it will discover new ways of funding research, for instance through a crowdfunding platform.

☐ TRIPLE will foster new interdisciplinary collaborations in Europe and worldwide by bringing together researchers with diverse skills, practices and competencies, language and cultural backgrounds.

☐ TRIPLE will support scientific, industrial and societal applications of SSH science by maximising the reuse of resources through Open Science and FAIR principles—Findable, Accessible, Interoperable, Reusable—and a multidisciplinary transfer of knowledge.

☐ TRIPLE will increase the economic and societal impact of SSH resources for the scientific community at large, but also for citizens, policy makers, the media and enterprises.

The TRIPLE discovery platform aims to have the following main impacts:
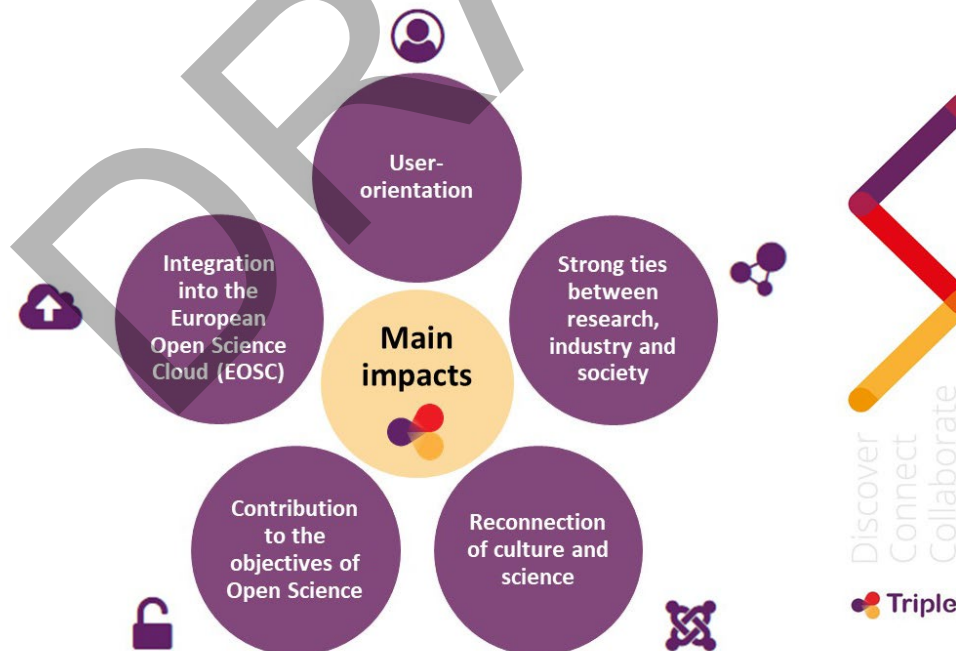
FIGURE 2. Main impacts the TRIPLE project aims for

☐ **User-orientation**: TRIPLE integrates co-design principles into research and the development of new services. Users are key to all phases of the process, from needs analysis to tool testing and evaluation, as they know best how they work and what they need.

☐ **Contribution to the objectives of Open Science**: TRIPLE improves the access to open content and resources and facilitates collaborations across disciplinary and language boundaries. Data sharing and usage according to the FAIR principles—Findable, Accessible, Interoperable, Reusable—is fostered.

☐ **Integration into the European Open Science Cloud (EOSC)**: Because of a close link with the Social Sciences and Humanities Open Cloud (SSHOC) project, TRIPLE will be a major compo-nent of the SSH marketplace, which will be the entry door of the EOSC for all the different SSH services. Through TRIPLE, new innovative actors will be involved in the complex EOSC ecosystem.

☐ **Strong ties between research, industry and society**: TRIPLE facilitates more efficient and effective SSH research for societies at large by involving civil society, public institutions and companies into scientific projects, thus strengthening the links between different types of stakeholders. Citizens' trust towards the sciences is strengthened, and there is an increase in the competitiveness and growth of Small and Medium-Sized Enterprises (SMEs).

☐ **Reconnection of culture and science**: TRIPLE is not only a platform that ensures the dis-coverability of SSH resources and facilitates collaborations, but also a cultural platform to discover, understand and highlight European diversity in terms of societies, languages and practices. It helps to promote cultural diversity in Europe.

1.1.4 TRIPLE Slogans

In an effort to communicate better the project's key messages, TRIPLE project partners have been asked to advise on slogans and subsequently vote on their most preferred one(s). The slogans that received the most votes are the following:

☐ Slogan Type 1: **"TRIPLE—Discover. Connect. Collaborate"**

☐ Slogan Type 2: **"TRIPLE—The multilingual discovery platform for the social sciences and humanities"**

It was decided that both slogans will be used for communication purposes. The first one is a short, catchy one, capturing the essence of the project. The second slogan is longer, providing more information which is not yet expressed through the tagline.

1.1.5 TRIPLE Platform Name

At the end of April 2020, we initiated the name finding process for the TRIPLE platform. Due to expected trademark conflicts with the brand "TRIPLE", we need to find an alternative product label. The label should be pronounceable and easy to remember, have no negative or misleading connotations (especially not in any of the European languages) and pose neither trademark nor domain conflicts.

The process is still ongoing. The major steps are as follows:

1. **Mid–April 2020:** All TRIPLE and OPERAS team members were invited to brainstorm potential platform names. Result: 49 suggestions.
2. **End of April 2020**: Based on the criteria mentioned above, a small group from work package (WP) 8 created a shortlist of seven names.
3. **Mid–May 2020**: Using free brand name databases, the seven names were thoroughly checked for trademark and domain issues by work package 7 (Innovation, Exploitation and Sustainability). Result: four name options:
   - **GOTRIPLE**: in analogy to the TRIPLE website domain
   - **DiCoCo** (Discover – Connect – Collaborate): an acronym of the TRIPLE slogan
   - **DISCOCO** (DIScover – COnnect – COllaborate): another acronym variant of the TRIPLE slogan
   - **CompaSSH**: a blend of "compass" and "SSH", short for "social sciences and humanities", the targeted disciplines of the platform
4. **Mid–May 2020**: Name options were presented during the TRIPLE consortium meeting on 12 May. Both TRIPLE staff and future users were then invited to cast their vote for their favourite platform name. For this purpose, a poll plugin has been implemented on the TRIPLE website (https://www.gotriple.eu/). The call is communicated via TRIPLE's social media channels.

Originally, our idea was to present the winning name at the OPERAS conference in Brussels in June 2020, but since this event had to be postponed to November due to COVID-19, we are going to leave the voting open until the **end of August 2020**. The winning name will be officially announced in early September. A special promotion will take place in **early November 2020** during the virtual OPERAS conference. It will then be vital to communicate the brand via all communication channels (see Section 7). All TRIPLE communication materials (see Section 1.3) will also have to be adapted accordingly.

1.2 TRIPLE Visual Identity

The development of the project's visual identity has been a core element of the overall communication and dissemination strategy. As such it has been developed early on in the project so as to support related activities. It should be highlighted that TRIPLE's visual identity and dissemination materials have been designed taking into consideration the need for alignment with

those of the OPERAS Research Infrastructure (OPERAS RI) as well as other services implemented by OPERAS (cf. Section 3).

Deliverable D8.2 "Communication Toolkit" presents in detail the visual identity and the communication and dissemination materials created for the TRIPLE project. The Toolkit has been shared with project consortium members via the project's Google Drive Folder, while a special section on the project website makes the TRIPLE flyer, logo and presentation template accessible to third parties.

FIGURE 3. TRIPLE logo and tagline

The TRIPLE logo consists of a symbol and the wordmark "Triple" which are used as a unit (Figure 3). The symbol is in the shape of three overlapping drops symbolising the figure "three" implied in the acronym. The colours purple, red and yellow allude to the visual identity of OPERAS as the overarching research infrastructure and of the project's coordinating partner (HumaNum). The colours merge in the middle of the logo to express the linking of the three main types of data (research publications and data, research profiles, projects) that users will be able to discover through the TRIPLE platform.

The project logo has been developed for use in colour or negative, alongside the EU emblem on all project materials. The manual to support project partners in the use of the visual identity materials is provided in the Style Guidelines, part of deliverable D8.2, the "Communication Toolkit".

1.3 TRIPLE Communication Materials

During the initial project phase the following materials have been created:

Banners for the TRIPLE website and social media channels Twitter, Facebook, LinkedIn (see Section 7.2) that can also be used in other communication and promotional materials. We have created one main banner variant for the website header image, along with others to be used for promotional use and use in social media.

FIGURE 4. TRIPLE website banner

A first version of the TRIPLE project **flyer** with concise information about the project has been uploaded to the project's Google Drive Folder, to the project website and to a number of partner websites.

FIGURE 5. TRIPLE flyer

In addition to the above, a **template for presentations (ppt)** and a **template for the deliverables** have also been created to ensure consistency.

For posts on our social media channels (see Section 7.2) and presentation slides we also create ad hoc visual materials to communicate our messages (e.g. Figure 6).
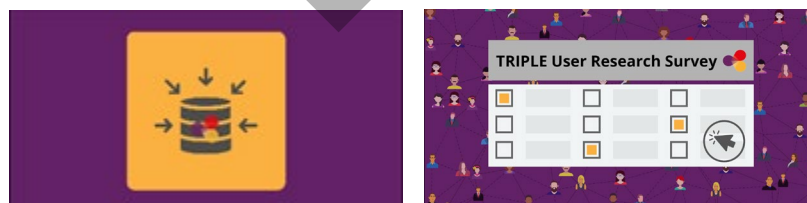

FIGURE 6. Examples for TRIPLE visual materials to accompany social media posts

During the next project periods we plan to create a number of infographics that will help us better communicate the complexities of the project to our target audiences, especially those that are not that familiar with the European ecosystem of research infrastructures, services and projects:

☐ Presentation of the TRIPLE project team

☐ Illustration of the TRIPLE governance structure

☐ Visualisation of the relationship of TRIPLE with related European services and projects

☐ Improved visualisation of the features of the future discovery platform

The infographics are expected to enhance the project visibility by presenting in a different way the structure of the project and the people involved, the technical functionalities of the discovery platform and its relationship with related projects and services.

We may even consider to produce short videos at a later stage of the project (e.g. interviews with the developers and users, animated videos) that explain the unique features and benefits of the TRIPLE discovery platform.

1.4 Language-related aspects of communication

When spreading information about the TRIPLE project via the website or social media channels and when producing communication materials, we pay attention to some general language-related aspects listed below. We have created an internal living document, the "TRIPLE Language & Style Guide", listing these and other linguistic and stylistic criteria. It is available on the project's shared drive and given, in particular, to reviewers and proof-readers of communication materials (see Section 6.2).

☐ Preference for British English spelling over the spelling norms of other varieties of English

☐ Use of gender-sensitive language, i.e. use non-discriminatory language, make gender visible when it is relevant for communication and not visible when it is irrelevant (useful guidelines are the "Toolkit on Gender-sensitive Communication" by the European Institute for Gender Equality[2] and the UN guidelines for gender-inclusive language in English[3]).

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[2] European Institute for Gender Equality (EIGE) (2019). Toolkit on Gender-sensitive Communication. A resource for policymakers, legislators, media and anyone else with an interest in making their communication more inclusive. https://eige.europa.eu/sites/default/files/20193925_mh0119609enn_pdf.pdf.

[3] https://www.un.org/en/gender-inclusive-language/guidelines.shtml.

☐ Tailoring the communication (wording, style, complexity) to the respective audience. When communicating with a wider, non-specialist target audience, ensure accessibility by keeping the message short and simple. This can be done by adhering to the following principles:

☐ Use mainstream language and avoid jargon and technical terms.

☐ Use as few acronyms as possible.

☐ If acronyms are used, they need to be spelled out and explained.

☐ Explain what the terminology means in the context of the project and future service.

☐ Making use of story-telling techniques to convey messages

With regard to the TRIPLE project specifically, the following distinction is important:

☐ The capitalised version of the wordmark "**TRIPLE**" is used in running text and document headings.

☐ The spelling variant "**Triple**" is used in all cases where the project name appears as a graphic/visual element (e.g. as part of the logo) or as part of the name of one of the social media accounts (e.g. @TripleEU).

The Communication Standards Toolkit[4] by the Horizon 2020 funded project RI-VIS (Expanding Research Infrastructure Visibility to Strengthen Strategic Partnerships) also offers some useful guidance on the use of terms such as "research infrastructure", "access", "price" and "cost".

2| TRIPLE TARGET AUDIENCES AND THEIR NEEDS

We agreed on two main differentiating criteria: academic and non-academic stakeholders. Subsequently, five representative stakeholder groups were identified for each main category, including possible subgroups as shown in Figure 7 below.

ACADEMIC

RESEARCHERS
- Associated Researchers
- SSH Researchers
- Other Discipline Researchers
- Community Researchers Volunteers (e.g. Developers)

UNIVERSITIES

RESEARCH INSTITUTIONS

PUBLISHERS
- Open Access
- Non Open Access

LIBRARIES & OTHER OPEN ACCESS REPOSITORIES

NON-ACADEMIC

CITIZENS
- Citizens Interested in SSH
- Community Citizens Volunteers (e.g. Developers)

MEDIA
- Science Journalists

ORGANIZATIONS
- SMEs and SME Associations
- NGOs & Civil Society Associations (e.g. Red Cross)
- Trade Unions

PUBLIC AUTHORITIES
- Municipalities
- Public Statistic Agencies
- National Parliaments

POLICY MAKERS
- EU & National Ministries
- EU & National Funding Agencies

FIGURE 7. TRIPLE stakeholder overview and categorisation

We have also classified the stakeholders in the influence-interest matrix depicted in Figure 7. The general management strategies can be described as follows: Stakeholders with high power and low interest shall be kept satisfied. Those with low interest and low power shall be only involved with minimum effort. A stakeholder with low power and high interest in a project shall be kept informed, and finally, the high power, high interest stakeholders shall be closely involved and informed. For a detailed definition of the four quadrants, see Section 2 (pp. 11–14) of D7.1 "Report on Stakeholder and Opportunity Analysis".
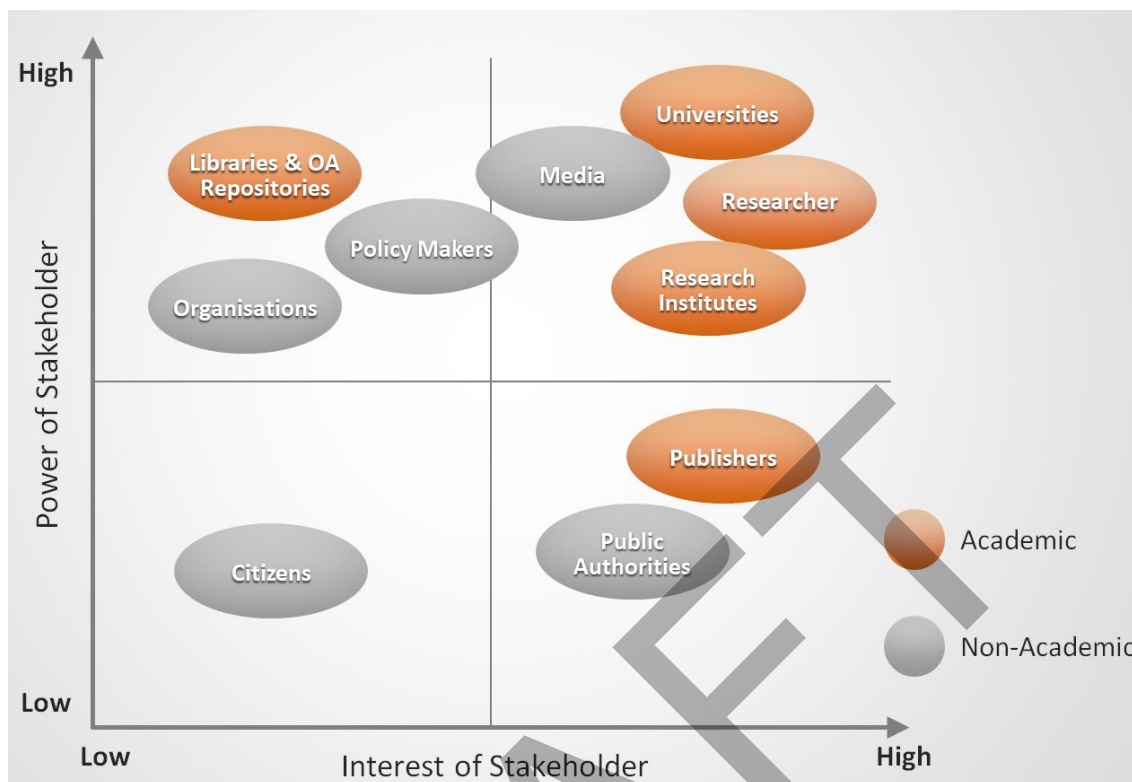
FIGURE 8. TRIPLE power-interest matrix

As researchers are the key stakeholder, the User Research undertaken as part of Task 3.1 focusses on these along with a smaller number of non-academic stakeholders to ensure we fully understand their requirements. The deliverable D3.1 "Report on User Needs" reports on the initial identification of the user needs for TRIPLE and on the Personas and Scenarios produced in order to better understand the users and their needs with regards to a novel discovery platform. The concepts of Personas and Scenarios are taken from the design approach of Interaction Design, a user-centred approach which puts the user at the centre of the design process. 37 qualitative interviews were conducted (26 with Social Sciences and Humanities (SSH) researchers and 11 with other stakeholders) across Europe, and from the analysis of the interviews we have created eight Personas (six SSH researchers and two non-academic stakeholders) and the associated Scenarios. The Personas and Scenarios then led us to the identification of a list of needs which will constitute the basis for the subsequent design of the TRIPLE user interface and for the associated co-design activities.

The following list gives examples of specific user needs with regard to the future discovery platform, according to the main stakeholder groups[5]:

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[5] A more detailed list of user needs for researchers on different career levels, policy makers and SMEs can be found in Section 8.1 of the deliverable D3.1 "Report on User Needs".

☐ **Researchers**: speed up discovery process in order to keep up with their research field; a better tool to search, read and annotate relevant publications and data in order to save time, be more organised and keep up to date with new research; a more visual interdisciplinary search tool, tailored to their specific research interests in order to save time and give them a better overview; easy access to open data in order to work remotely with others, e.g. to create corpora; a tool to help them identify key scholars in their field of interest and other relevant stakeholders so that they can, for instance, more easily organise workshops/ conferences; increased visibility of their own research profiles and projects; collaborate with colleagues to produce an overview of current research in a new area in order to find gaps and create a new research proposal

☐ **Universities, research institutions, service providers (publishers, libraries, Open Access (OA) repositories)**: easy access to SSH research and trusted data; standardised interfaces for data exchange; tool or workflow to automatically map the metadata; metrics that show how often resources were accessed via the TRIPLE platform; function that suggests similar resources from the publisher, library, OA repository in question; ability to make only selected collections or collections from a database available to the TRIPLE platform; display of license and access modalities

NON-ACADEMIC

☐ **Companies, public institutions, Non-Governmental-Organisations (NGOs)**: a tool to find openly accessible information and find academics for collaborations to ensure that their interventions reflect the latest research evidence; access to summaries of current research that are easy to understand by non-experts in the field; help to identify the interests and needs of different societal groups; create partnerships between academic and non-academic entities; facilitation of the economic exploitation of scientific solutions

☐ **Interested public (citizens and media) and public authorities, policy makers**: access to raw data sources and relevant publications to provide accessible information, e.g. in order to inform EU policy makers; access to summaries of scientific publications that are easy to understand by non-experts in the field

3| PRESENTATION OF TRIPLE IN THE CONTEXT OF THE EVOLVING OPERAS RESEARCH INFRASTRUCTURE

The research infrastructure OPERAS (OPERAS RI) with the tagline "open scholarly communication in the european research area for social sciences and humanities" will guarantee the sustainability of the TRIPLE platform, which is developed in the TRIPLE project. TRIPLE was planned as the discovery service of the OPERAS RI and will stay in the service portfolio of the OPERAS research infrastructure after the end of the project. The TRIPLE project can benefit from the OPERAS community as there are a lot of overlaps within the different stakeholder groups.

Therefore, it is important to have the OPERAS RI in mind when developing a communication strategy for the TRIPLE project. As it generally takes at least three years for people to remember a brand, and the TRIPLE project runs for 42 months, it makes sense to develop the brand TRIPLE in alignment with the OPERAS RI in order to ensure sustainability of the product and its brand.[6]

Connections between OPERAS and TRIPLE were established when the TRIPLE visual identity was developed (see Section 1.2): The shade of purple seen in the TRIPLE logo is the same as in the OPERAS corporate identity. The crossed zig zag lines used in the TRIPLE banners, presentation and other materials were inspired by the network lines in the OPERAS banner:

FIGURE 9. OPERAS website banner

In terms of communication, the connection between TRIPLE and OPERAS is also made obvious, for instance, through the following measures:

☐ OPERAS is mentioned on the TRIPLE website and vice versa

☐ Publication of a joint newsletter with a special "TRIPLE" category in the main OPERAS newsletter

☐ Publication of some TRIPLE-specific posts on the OPERAS Blog (https://operas.hypotheses.org/4147), e.g. the series "TRIPLE: Behind the Scenes"

☐ TRIPLE publications are part of the OPERAS community on Zenodo (see Section 7.5)

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[6] Also cf. OPERAS-P Consortium (2020). OPERAS-P deliverable: D7.1 Communication and Dissemination Guide. Zenodo. DOI: 10.5281/zenodo.3635306.

4| ALIGNMENT WITH THE COMMUNICATION OF TRIPLE PARTNERS AND RELATED INFRASTRUCTURES, SERVICES AND PROJECTS

We aim at aligning the TRIPLE communication strategy with the communication of the TRIPLE consortium partners in order a) to give more voice to the individual partners and b) to keep all partners actively involved in the project in order to get their support in promoting the TRIPLE project and future platform. For instance, we encourage our partners to spread news published on the TRIPLE communication channels through their own channels, in their own national language (see Section 7.2).

Moreover, we are working together with related research infrastructures—apart from OPERAS—and other services and projects (especially those focusing on the social sciences and humanities (SSH)) in refining our communication strategy. The common goal is to broaden our respective communication networks. Whenever possible, we speak with one voice in the European environment in order to strengthen the presence of SSH projects, especially as far as the European Open Science Cloud (EOSC) is concerned. With the SSHOC (Social Sciences and Humanities Open Cloud) project, for instance, we do not only co-organise events such as webinars or workshops, but we also retweet and share each other's news on social media.

5| DISSEMINATION MEASURES

TRIPLE will implement a number of dissemination measures to communicate the project, its objectives and finally its outputs alongside the duration of the project. Dissemination measures will focus, at first, on the communication of the project evolution and its objectives while, at a more mature stage, these channels will be used to present and communicate the results of the project, its methodologies and workflows. Following a brochure by the European IPR Helpdesk, "dissemination" then means to "transfer knowledge and results with the aim to enable others to use and take up results, thus maximising the impact of EU-funded research"[7].

All project partners must disseminate the project results and ensure Open Access to all peer-reviewed scientific publications relating to its results. As a direct contribution to the dissemination actions performed at project level, partners will distribute and multiply the key messages to their own network through: their own social media channels (personal and institutional), their official websites, the distribution to mailing lists they belong to (as it happened for instance with the promotion of the work package (WP) 3 User survey, cf. Section 2).

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[7] The European IPR Helpdesk (2018). Making the Most of Your H2020 Project. Boosting the impact of your project through effective communication, dissemination and exploitation.
https://www.iprhelpdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf, p. 13.

In terms of Open Access, TRIPLE will:

☐ deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications as soon as possible. The project partners should also aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

☐ ensure Open Access to the deposited publication—via the repository—as soon as possible.

☐ ensure Open Access—via the repository—to the bibliographic metadata that identify the deposited publication.

In terms of the digital research data, TRIPLE will again aim for Open Access by:

☐ depositing in a research data repository and taking measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate—free of charge for any user— the research data needed to validate the results presented in the scientific publications.

☐ providing information—via the repository—about tools and instruments at the disposal of the beneficiaries and necessary for validating the results.

5.1 Dissemination Measures: An Overview

The TRIPLE consortium has identified a series of main dissemination measures to support the project outreach. These dissemination measures will be public and openly accessible by all users. They will focus at first in communicating about the project and what it aims to achieve, and then on the results and outcomes of TRIPLE, following the project evolution. In the bullet list below, we provide an overview of these measures while in the next section we tailor the dissemination measures to the various target audiences.

☐ **TRIPLE events**: Conferences, workshops, trainings, webinars, THATcamps (i.e. an open space format event, a so-called "unconference"[8]), book sprints and hackathons organised by the TRIPLE project following the project's tasks and description of work. These events will be organised throughout the duration of the project, aiming at creating a user community around TRIPLE.

☐ **Publications**: Scientific articles on the project, its objectives, workflows and results published in journals mainly dedicated to the Social Sciences and Humanities (SSH) research communities, but also in professional channels relevant to service providers, librarians,

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[8] "THATCamp stands for 'The Humanities and Technology Camp'. It is an unconference: an open, inexpensive meeting where humanists and technologists of all skill levels learn and build together in sessions proposed on the spot." (https://thatcamp.org/about/index.html). The name "THATCamp" is trademarked, and the event needs to be registered.

policy and Open Science officers and other media to increase the circulation. Also includes public info materials such as flyers, posters and infographics.

☐ **Project deliverables**: All project deliverables will be public and deposited on Zenodo for users to openly access them. The deliverables will note the progress of the project, the different workflows, methodologies, challenges and solutions for developing the platform.

☐ **Reports on TRIPLE-initiated events**: The activities listed before will be reported back to the project, looking also towards measuring the impact of all these dissemination activities.

☐ **Reports on events that the TRIPLE consortium participates in**: To keep track of the various events at which TRIPLE is represented by its consortium, and the potential impact of this participation, reports are expected from the consortium members on participation in these events, outlining the knowledge exchange and networking opportunities.

☐ **Training and guidelines**: This is an important dissemination measure closer to the development of the TRIPLE platform, including training (virtual or face-to-face) and guidelines of how users can make best use of the platform for their research (including infographics). This step will be significant for securing the future use and sustainability of the TRIPLE platform.

☐ **Advocacy material**: As Open Science lies close to the heart of the project, advocacy material on Open Access and Open Science will be prepared by the project, explaining also the wider environment of the European Open Science Cloud and its relationship with TRIPLE.

5.2 Dissemination Measures/Target Audience Matrix

The following table lists different types of publication measures that we think meet the needs of our academic and non-academic target audiences.

Table 1. Dissemination Measures/Target Audience Matrix

Dissemination Measures	Target Audience				
	Academic		Non-academic		
	Researchers	Universities, research institutions, service providers (publishers, libraries, OA repositories)	Companies, public institutions, NGOs	Interested public (citizens and media) and public authorities, policy makers	TRIPLE and OPERAS Consortia
Publications	Scientific articles mostly for SSH researchers but also interested researchers from other disciplines, flyers, infographics	Articles in professional publications, flyers, infographics	Articles in professional publications, flyers, infographics	Articles in newspapers and other media, flyers, infographics	Scientific articles, articles in professional publications, newspaper and other media articles
TRIPLE events	Conferences, THATCamps, workshops, trainings	THATCamps, hackathons, conferences, workshops	Conferences, workshops	Conferences	THATCamps, webinars, hackathons, book sprints, conferences, workshops, trainings
Reports on TRIPLE initiated events	Conference reports, THATCamp reports	Conference reports, hackathon reports, THATCamp reports	Conference reports, hackathon reports, THATCamp reports	Conference reports, THATCamp reports	Conference reports, hackathon reports, THATCamp reports
Reports on events that		Brief reports (summaries) on events that the		Reports on events that the TRIPLE	Reports on events that the TRIPLE

Dissemination Measures	Target Audience				
	Academic		Non-academic		
	Researchers	Universities, research institutions, service providers (publishers, libraries, OA repositories)	Companies, public institutions, NGOs	Interested public (citizens and media) and public authorities, policy makers	TRIPLE and OPERAS Consortia
TRIPLE participates in		TRIPLE consortium participates in		consortium participates in	consortium participates in
Trainings & Guidelines	Webinars, guidelines on how to use the platform, book sprint	Webinars, guidelines on how to use the platform, book sprint, EOSC integration training and guidelines		Guidelines on how to use the platform	Webinars, guidelines on how to use the platform, book sprint, EOSC integration training and guidelines
Advocacy material	For Open Science	For TRIPLE platform, Open Science, EOSC	For TRIPLE platform, Open Science, SSH, EOSC	For TRIPLE platform, Open Science, SSH, EOSC	For TRIPLE platform, EOSC
Book sprint	As participants and for the report	As participants and for the report	For the report	For the report	As participants and for the report
Project deliverables		To see the progress of the project			To see the progress of the project
Online Communication /dissemination	Twitter, LinkedIn, project website	Twitter, Facebook, project website	Twitter, Facebook, project website	Twitter, LinkedIn, Facebook, project website	Twitter, LinkedIn, Facebook, project website

Dissemination Measures	Target Audience				
	Academic		Non-academic		
	Researchers	Universities, research institutions, service providers (publishers, libraries, OA repositories)	Companies, public institutions, NGOs	Interested public (citizens and media) and public authorities, policy makers	TRIPLE and OPERAS Consortia
Face-to-face (including Covid-19 alternatives i.e. online/virtual conferences)	Posters, presentations,	Posters, presentations, networking events	Networking events, scheduled meetings	Networking events, scheduled meetings, posters	Posters, presentations, networking events, scheduled meetings

Individual plans of each of the TRIPLE partners for the dissemination of project results can be found in D8.6 "Plan for Exploitation and Dissemination of Results (PEDR) Draft" (TRIPLE project partner/dissemination measures matrix).

6| PROJECT-INTERNAL COMMUNICATION

This Communication Strategy does not, in the first place, guide internal project communication — it mainly concerns external communication and the spreading of key messages to our target audiences. Internal communication workflows are described in greater detail in deliverables D1.2 "Document on Rules and Procedures Including Monitoring and Evaluation Processes Related to the TRIPLE consortium" and D1.4 "Risk and Quality Management Plan" (both confidential). However, we would like to highlight the close collaboration between the project coordinator and the work package (WP) 8 leader who aim at streamlining communication processes in alignment with an overall strategy. Consistency of messages within the consortium and with the wider scientific community ensures buy-in of researchers to the discovery platform. What is more, all partners of the TRIPLE project act as links to and between other stakeholder groups.

6.1 Internal Communication Channels and Tools

The communication within the consortium centres around two major axes:

1. **Common tools and repositories** to discuss, share information and follow up on the progress of the project. The project manager is in charge of informing each new member of the TRIPLE team on those tools, as for instance, Mattermost and Trello. The project manager adds new members in the mailing lists related to the WPs they are involved in and sends them a welcome email with:
   a. a step-by-step manual how to connect to Mattermost
   b. an invitation to join TRIPLE Trello cards
2. **Regular meetings** with systematic distribution of minutes. Each meeting involving at least two partners must be subject to minutes stored in the common TRIPLE document repository. Meetings frequencies have been decided for each TRIPLE body, whether they are operational or decision-making entities.

All these organisational workflows are described in the confidential deliverable D1.2 "Document on Rules and Procedures Including Monitoring and Evaluation Processes Related to the TRIPLE Consortium". They have been established in accordance with the Grant Agreement signed on 8 August 2019.

6.2 Workflow for the Text Curation of Publications

We have established a workflow for the (co-)authoring, reviewing and proofreading, formatting and layouting and the submission of project-related publications. These include, but are not limited to, the following publication types: project deliverables, project reports, research and conference papers, presentations, posters.

1. **Identification of lead author and co-authors**: In the case of deliverables and other documents that the Grant Agreement defines as required project outputs, the responsible task leader and work package leader discuss who will be the lead author and ask potential co-authors if they can contribute. For other documents, each TRIPLE team member can suggest a publication to the project coordinator and request others to take on the role of co-authors.
2. **Drafting**: As our publications are almost exclusively collaborative works, a link to an empty document on Google Drive is shared with all contributors. Whenever possible, existing templates with the TRIPLE visual design are used (see Sections 1.2 and 1.3). Research papers, however, often require publisher-specific templates. Each author team then internally decides on who takes over which parts and agrees on writing milestones and deadlines. We advise lead authors to make regular local backup copies at different stages of the text creation (in addition to the automatic versioning system of Google) so older versions can be easily restored if needs be.
3. **Reviewing and proofreading**: With respect to project deliverables, the lead author chooses a partner who takes part in the creation of the deliverable and

another partner who is external to the task. Both these partners then nominate a person from their team to provide feedback with a focus on structure, content, style and language. An info sheet with feedback criteria has been prepared for this purpose ("TRIPLE Publication Review Guideline"). Names of the reviewers are added to the "Deliverables Table" on the shared Google Drive. They are given the same document link so they can directly comment on the text ("Suggestion" mode). For other documents, each author team comes up with its own review and proofreading process. The "TRIPLE Language & Style Guide" (shared on our common drive) should be used as a general reference document. Moreover, WP8 checks if the identity of TRIPLE is well respected in communication materials, if the TRIPLE visual identity is present and if legal requirements (e.g. note on funding) are indicated. Step 3 is a crucial element of quality control, especially if the publications are not externally peer-reviewed.

4. **Formatting and layouting**: Typically, the lead author will do the final formatting and layout work.

5. **Submission & publication**: The lead author is responsible for submitting the final version of a document to the TRIPLE project management team, a conference organiser or publisher. With respect to project deliverables, the project coordinator or project manager uploads the document to the EU portal and saves it in the "Deliverables" folder on Google Drive. WP8 then registers all TRIPLE-related publications on Zenodo (see Section 7.5), where they receive a Digital Object Identifier (DOI), and lists and links them on the TRIPLE website. Lead authors and/or WP8 circulate news about the publication via internal and external communication channels.

7| COMMUNICATION CHANNELS

The ensuing strategy relating to the external communication channels of TRIPLE is orientated towards tips and advice given in the Communication Standards Toolkit[9] by RI-VIS (Expanding Research Infrastructure Visibility to Strengthen Strategic Partnerships), a Horizon 2020 funded project, to increase the visibility of European research infrastructures (RIs).

The TRIPLE communication channels are the project website and social media channels, a newsletter, the repository "Zenodo" as well as face-to-face communication. The key goals to reach via these channels are to

☐ increase the visibility of the TRIPLE project

☐ explain what the project is, who is behind it (consortium), what it does (develop a platform), how it is financed (H2020)

☐ promote our events, research studies and surveys, the TRIPLE platform and its services

☐ increase our network: partners, prospective users and other European infrastructures

☐ increase user engagement and establish dialogue

☐ generate traffic on the TRIPLE platform

Our communication campaigns usually encompass all of these channels.

7.1 Website

The TRIPLE website is the central point for online communication activities of the project that all public documents and presentations refer to: https://www.gotriple.eu/. It is a WordPress website (theme: Spacious) hosted by TGIR (Very Large-Scale Research Facility) Huma-Num (CNRS) on servers located in France and administered by the Max Weber Foundation—German Humanities Institutes Abroad (MWS) on behalf of the TRIPLE consortium.

The website includes a brief project summary highlighting the objectives and impacts, the composition of the Consortium and project results.

The main sections of the website currently are:

☐ **Homepage**: The homepage includes a brief project summary highlighting the objectives and impacts, TRIPLE and OPERAS news feeds and the TRIPLE Twitter feed and a slider with all TRIPLE partner logos. It is also the place where we feature current polls and other interactions with users (e.g. the newsletter subscription to come).

☐ **About TRIPLE**: A page with more detailed information on the project and subpages for the work packages, information materials and TRIPLE in the EOSC

☐ **Partners**: A linked list of all partners of the TRIPLE consortium

☐ **Project Outputs**: Here, all public deliverables, papers, presentations and posters are listed and linked to Zenodo (see Section 7.5).

☐ **News & Events**: In the news subsection we publish longer versions of selected news items and mirror/link to TRIPLE-related posts on the OPERAS blog, such as the series "TRIPLE: Behind the Scenes". We decided to use the OPERAS blog (using a "TRIPLE" category) instead of creating a separate TRIPLE blog because we aim at strengthening the links between OPERAS and TRIPLE (see Section 3) and believe that we reach more readers this way. The calendar of events in the events subsection will refer to TRIPLE events and external events where the project will have an active role.

☐ **Contact**: Information about where the website is hosted and who administers it

When designing the TRIPLE website, we take into account that it is visited by different types of audiences who have different levels of knowledge on the project and the European research infrastructure landscape and who are at different stages of interaction with TRIPLE.[10] There are people who

☐ have never heard of TRIPLE (or related services and infrastructures): Focus on "Home" page, "About" page and other pages with basic information;

☐ are a bit familiar with TRIPLE (and related services and infrastructures): Focus on more specific descriptions of tools and services of the future platform and resources;

☐ know exactly what they want from the TRIPLE project and the platform to be: Focus on project outputs and interaction opportunities with the project (e.g. newsletter subscription, how to engage with planned TRIPLE Forum);

☐ have clear and well-defined interests (our stakeholders): Focus on links and contents for directly targeting specific audiences.

The website is still evolving. We continue to add content and improve the design and layout. In the near future, particular emphasis will be laid upon data protection and privacy, a public calendar of events and the relationship between TRIPLE and the European Open Science Cloud (EOSC).[11] There are also ongoing discussions of how to streamline the alignment with the OPERAS website and blog, which will be relaunched later this summer.

We have installed Matomo as a web analytics tool as it allows better control of data in terms of ownership and privacy protection (General Data Protection Regulation [GDPR] compliance) than, for instance, Google Analytics. Matomo is also hosted on a Huma-Num server and will help us monitor visits to the TRIPLE website.

7.2 Social Media Channels (Twitter, Facebook, LinkedIn)

The different social media channels were chosen to address our different stakeholder groups and different communities in the diverse European research landscape. Social media channels allow us to reach a broader audience than through more traditional dissemination activities. All social media accounts are administered and maintained by our partner Max Weber Stiftung (MWS).

The goals we want to reach with the social media channels are:

☐ Increase the visibility and public awareness of the project

☐ Promote our project and the associated brand, results and outputs

☐ Promote the events and surveys of the TRIPLE project and of the TRIPLE consortium partners

☐ Promote the future TRIPLE platform and its tools and services

☐ Generate traffic to the TRIPLE project website and future platform

☐ Increase our networking and build a community: partners, prospective users and other European infrastructures

☐ Increase user engagement by establishing a dialogue

☐ Promote the European Commission as our funding institution

The focus of our social media communication activities clearly is on Twitter as this is where most current discussions in the field of Open Science and research infrastructures are taking place, rather than on Facebook and LinkedIn (see more detailed information on the three channels below). For the time being, we first publish posts on Twitter and mirror all news items that are directly related to the TRIPLE project on Facebook and LinkedIn (in a slightly longer text version as characters are not as limited as on Twitter). However, we are in the process of considering more refined strategies to better tailor our communication activities via the three channels to the needs of our stakeholders. More information is needed about which of our diverse audience groups prefer which channel, where we can expect the most engagement, how they are using this channel, and which types of information the groups are most interested in. As this is still work-in-progress, we will describe the results in a later version of the Communication Strategy. We also plan to monitor follower numbers and user engagement behaviour on the three accounts more closely in the future.

To develop our storytelling in the different channels, we usually

☐ use a picture with elements from the TRIPLE visual identity design and/or images representing the content (using CC0-licensed [Creative Commons Zero] images and icons from a licenced library)

☐ tag involved persons, institutions and partners

☐ use hashtags of events or topics that relate to our fields of activity

☐ add links to relevant websites (e.g. events websites, news items on the TRIPLE website or posts on the OPERAS blog or partners' blogs and websites)

☐ provide a text description of the image and use capital letters in compound hashtags to enhance accessibility.

In order to make all partners of the TRIPLE consortium take an active part in the conversations, and to spread our news as widely as possible, also within the national communities, we encourage them to

☐ follow TRIPLE on all our social media channels

☐ retweet/repost Tweets/posts from the TRIPLE accounts as often as possible

☐ post TRIPLE-related messages with a comment in their national language via their own social media accounts and to tag TRIPLE, with a focus on those channels that are favoured by their national communities

☐ tag TRIPLE in interesting conversations in their native language with an English comment and vice versa

☐ inform WP8 lead (MWS) about any news they would like to see posted from the TRIPLE accounts directly

TRIPLE also retweets/reposts project-relevant news from the partner organisations and other projects, services and institutions.

7.2.1 Twitter: @TripleEU

As of 15 July 2020, we have posted 191 Tweets on Twitter since the creation of the account in November 2019.
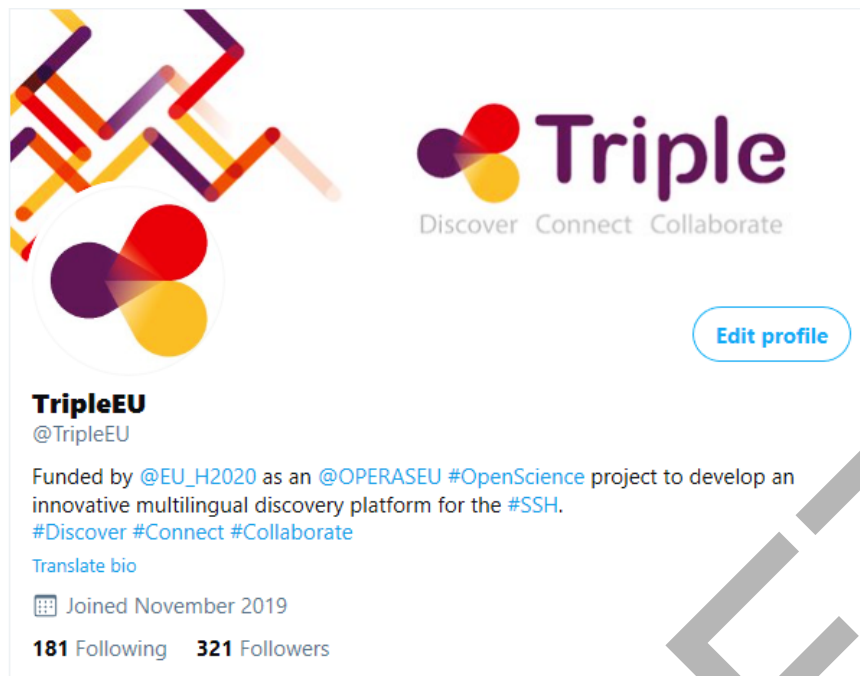
FIGURE 10. Screenshot of the TRIPLE account on Twitter (15 July 2020)

The main topics we communicate via Twitter are:

☐ Tweets about the evolution of the platform development (news from the work packages)

☐ Tweets to introduce the TRIPLE partners and team members

☐ Tweets about publications/research results

☐ Tweets about live coverage of events attended by TRIPLE team members

☐ Tweets about blog posts

☐ Retweets of posts to showcase the community and their activities (e.g. of TRIPLE partners and related infrastructures, services and projects)

TABLE 2. Typical Twitter handles and hashtags we use

TRIPLE partners	Research infrastructures / services etc.	Events and conferences	Other
@AbertayUni @CESSDA_Data @tietoarkisto	@OPERASEU @COperas	@dhd2020 #ICTeSSH2020 @ICTeSSH	#Discover #Connect #Collaborate @EU_H2020 #H2020

TRIPLE partners	Research infrastructures / services etc.	Events and conferences	Other
@UKDataArchive @CLARINERIC @StampaCnr @CNRS @Huma_Num @OpenEditionNews @UnivdeCoimbra @DARIAHeu @EGI_eInfra @EKTgr @IBLPAN @Know_Center @SketchEngine @webertweets @netseven_it @nuromedia @OAPENbooks @OK_Maps #UNIZD	@SSHOpenCloud #SSHOC @GOFAIRofficial @FAIRsFAIR_EU @FAIRplus_eu @RDA_Europe @freya_eu @EoscPortal @EOSC_eu #EOSC @CLARIN_IT @OpenaccessGR @GOFAIRofficial	#osc2020	#ResearchInfrastructure #EU_RIs #research #infrastructure #ResearchInfrastructures Events #makesciencehappen open #ScholComm #SSH #HSS #SocialSciences #Humanities #DH #DigitalHumanities #OpenScience #OpenScholarship #OpenAccess #OAmonograph #DigitalResearchTools #ResearchData #ResearchDataManagem ent #data #FAIRdata #FAIR #EOSC #ResearchImpactEU #EU #Europe #multilingualism #InAllLanguages

Numbers for Tweets, Tweet impressions[12], profile visits, mentions and followers have all been increasing over the past month when compared to the previous period (see Figure 11), which we take as a validation of our Twitter strategy.

28 day summary with change over previous period

Tweets	Tweet impressions	Profile visits	Mentions	Followers
22 ↑340.0%	28.3K ↑133.9%	727 ↑140.7%	27 ↑80.0%	321 ↑20

FIGURE 11. Screenshot of Twitter analytics for the TRIPLE account: 28-day summary (15 July 2020)

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[12] **Impressions** (Twitter) = how many times Tweets appeared in users' feeds (https://buffer.com/library/twitter-analytics).

Your Tweets earned **28.3K impressions** over this **28 day** period
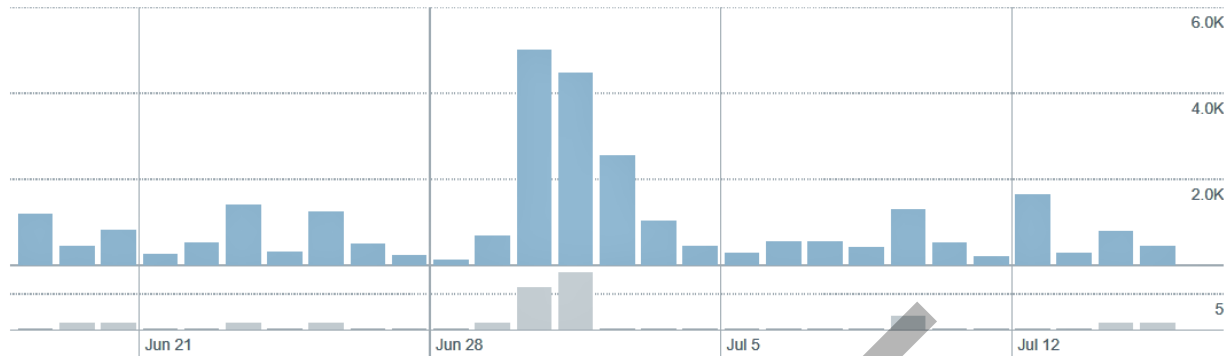
FIGURE 12. Screenshot of Twitter analytics for the TRIPLE account: number of impressions over 28-day period (15 July 2020)

The 28-day summary (as of 15 July 2020, see Figure 12) shows that we had approximately 1,000 impressions per day during that period, compared to approx. 800 impressions/day over a 90-day period (mid-April to mid-July). Figure 12 also reveals that impression numbers increase significantly when issuing several Tweets at short intervals during an event, in this case the ICTeSSH conference (Information and Communications Technology enhanced Social Sciences and Humanities) at the end of June/beginning of July.

The average engagement rate[13] over the last 90-day period was 1.3%. The Tweets with the highest engagement rates between mid-April and mid-July 2020 were Tweets that referred to more personal information about the people involved in the TRIPLE project (see Figures 13 and 14):
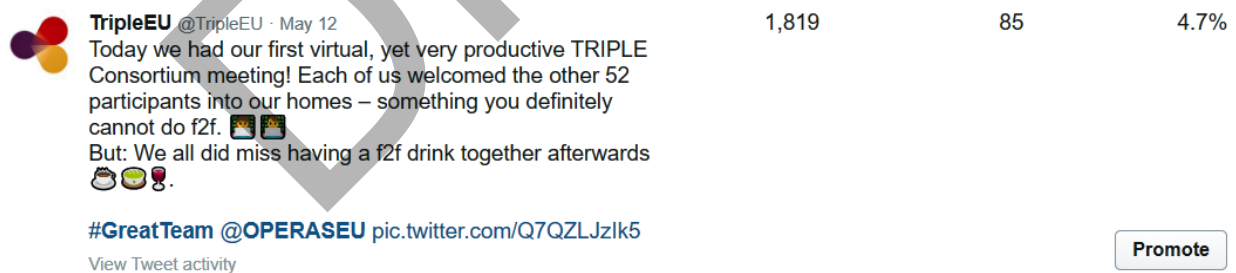

FIGURE 13. Screenshot of Tweet with highest engagement rate: 4.7% (mid-April to mid-July)

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[13] **engagement rate** (Twitter) = the number of engagements divided by impressions (i.e. out of everyone who saw the Tweet, what percentage of people did something with it); **engagements** (Twitter) = total number of times a user interacted with a Tweet, i.e. clicked anywhere on the Tweet, including Retweets, replies, follows, likes, links, cards, hashtags, embedded media, username, profile photo, Tweet expansion (https://buffer.com/library/twitter-analytics).
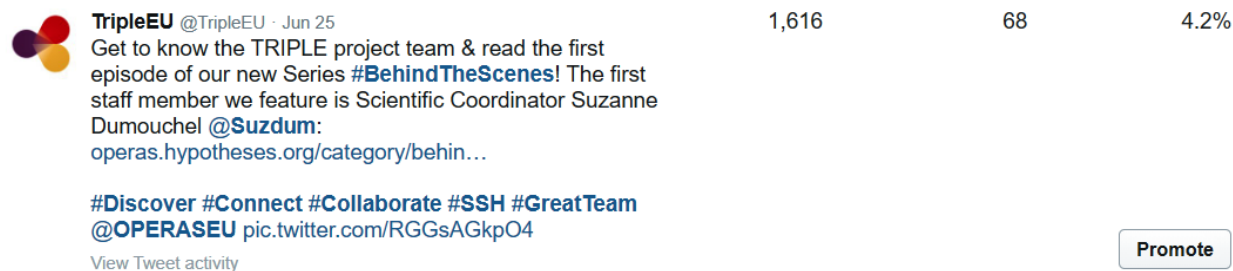
| | | 1,616 | 68 | 4.2% |

TripleEU @TripleEU · Jun 25
Get to know the TRIPLE project team & read the first
episode of our new Series #BehindTheScenes! The first
staff member we feature is Scientific Coordinator Suzanne
Dumouchel @Suzdum:
operas.hypotheses.org/category/behin…

#Discover #Connect #Collaborate #SSH #GreatTeam
@OPERASEU pic.twitter.com/RGGsAGkpO4
View Tweet activity

Promote

FIGURE 14. Screenshot of Tweet with second highest engagement rate: 4.2% (mid-April to mid-July)

The conclusions from this brief analysis of our Twitter account are that firstly, we should use events such as conferences as opportunities for an increased activity on this channel for well-defined periods of time, using hashtags linked to that particular event and thus making use of the community of Twitter users who are following that event. Secondly, it seems worthwhile giving our Tweets "a personal touch" by talking about our work as a team and by highlighting individual team members' contributions. This is in line with the recommendation put forth by the Communication Standards Toolkit by RI-VIS: "Focus on people and real situations. Content is more interesting when we can relate to it."[14]

7.2.2 Facebook: Triple_EU

On Facebook, we have posted 30 items since the creation of the account in November 2019. All our posts belong to the "photo" type. The average number of unique viewers ("reach"[15]) has been 142 and the average engagement 11 post clicks as well as eight reactions/comments/shares. We do not boost our posts through promotions.

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[14] Costa Abecasis, Rita & Pintar, Barbara (2020). RI-VIS D5.1 Communication Standards Toolkit. Zenodo. DOI: 10.5281/zenodo.3701171, p. 16.

[15] **Reach** (FB) = number of unique people who have seen content from or about a Page (https://www.socialmediaexaminer.com/facebook-reach-guide/).

FIGURE 15. Screenshot of the TRIPLE account on Facebook (15 July 2020)

The post that had the largest number of impressions[16] on Facebook as well as a large number of unique viewers over a 90 days period (mid-April to mid-July) was one where we directly asked readers for interaction: a call to participate in a survey (see Figure 16). This post was followed by the one that also attracted lots of attention on Twitter (see Figure 17).

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[16] **Impressions** (FB) = the number of times any content from or about a Page entered a person's screen (https://www.facebook.com/help/274400362581037?helpref=uf_permalink).

FIGURE 16. Screenshot of post with largest number of impressions (663) for the period from mid-April to mid-July, with an engagement rate of 4%
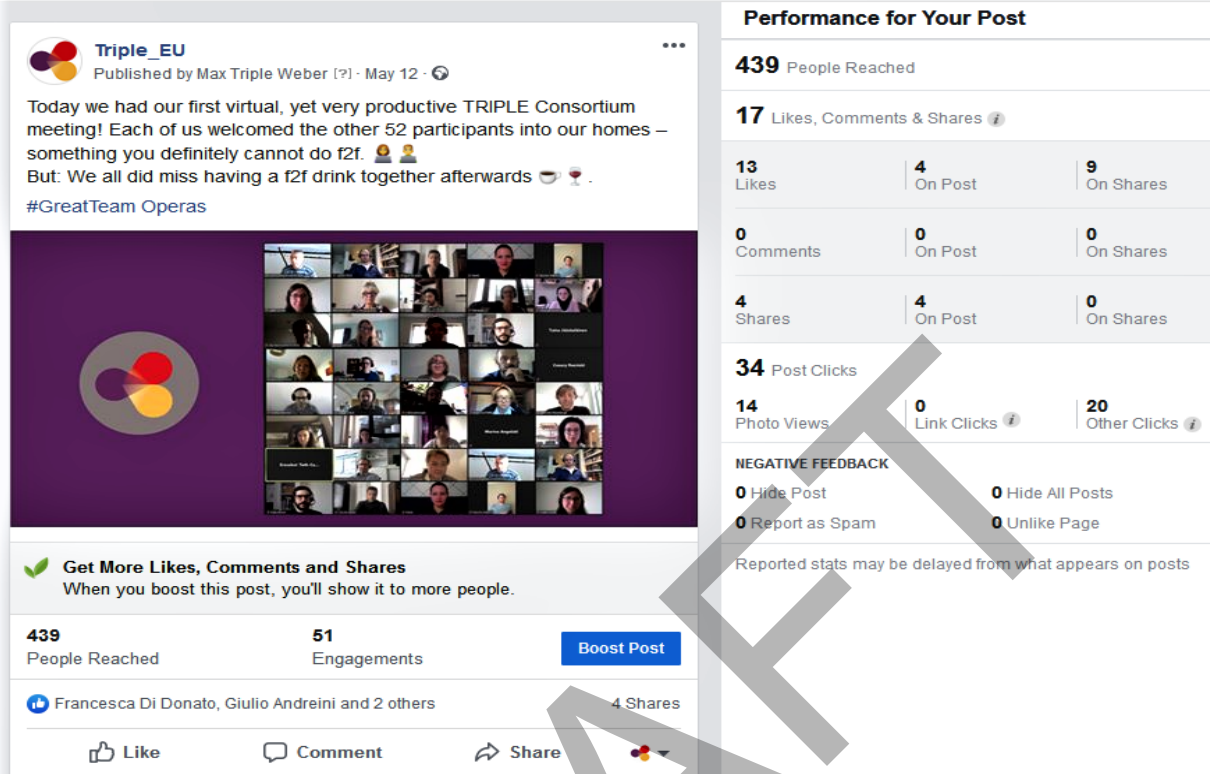
FIGURE 17. Screenshot of post with second largest number of impressions (522) for the period from mid-April to mid-July, with an engagement rate of 5%

7.2.3 LinkedIn: TripleEU

So far, we have published about the same amount of posts on LinkedIn as on Facebook since the creation of the account in November 2019.
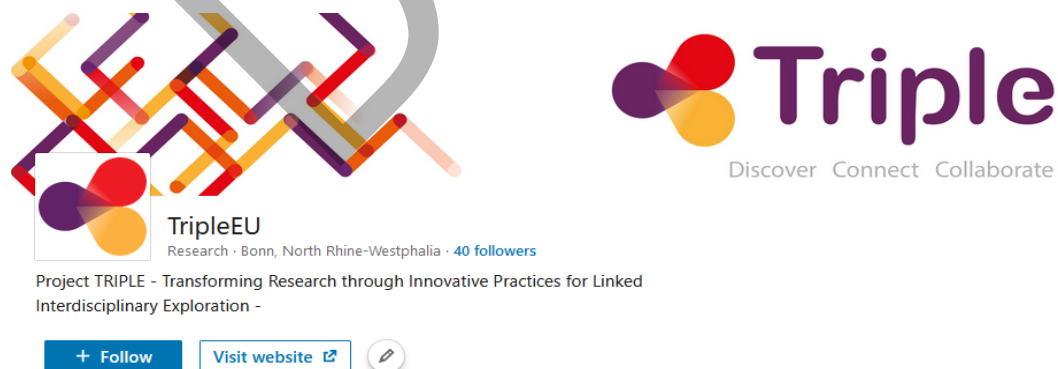

FIGURE 18. Screenshot of the TRIPLE account on LinkedIn (15 July 2020)

We have not analysed metrics on LinkedIn at this stage.

7.3 Newsletter

The rationale not to create a separate TRIPLE newsletter was the same as when we decided against a separate TRIPLE blog (see Section 3): to strengthen the links between OPERAS and TRIPLE and to reach more readers. The TRIPLE project thus does not have to start with zero recipients but can already rely on a substantial and still growing number of newsletter sub-scribers. It is possible to register for the newsletter on the OPERAS website (double-opt-in), and it is planned to install this subscription button on the TRIPLE website as well.

The OPERAS newsletter is circulated every three months. Information about the TRIPLE project is specifically tagged with "TRIPLE" so users can easily filter for project-specific news once the newsletter is published on the OPERAS website (see, for instance, the March 2020 and June 2020 editions).

7.4 List of Mailing Lists and Newsletters

We have identified almost 90 different mailing lists and newsletters that target specific SSH disciplines and different European national communities. This comprehensive list is available to all project partners through Google Drive. We compiled and used it in order to disseminate the TRIPLE User Research survey in spring/summer 2020, which has been very successful. The list can be used for other dissemination activities in the future, not only surveys.

7.5 Zenodo

Zenodo is a "general-purpose open-access repository" for research data and publications (Wikipedia https://en.wikipedia.org/wiki/Zenodo) that we use to disseminate project outputs such as deliverables, conference and research papers, posters, etc., to make them publicly available. On the platform, they receive a permanent identifier DOI.

All TRIPLE publications are assigned to the Zenodo community: "OPERAS: open scholarly com-munication in the European research area for social sciences and humanities" with the identifier "operaseu".

We have an info sheet with guidelines on how to consistently add metadata to our documents. For instance, we list the lead author and co-authors as "authors", but not reviewers and proof-readers (who are, however, mentioned on the documents themselves). ORCID (Open Researcher Contributor Identification) IDs are added if available.

7.6 Face-to-Face Communication

Particular emphasis in the TRIPLE project is placed on face-to-face networking opportunities with our stakeholders. Since the beginning of the project, we have kept a list on the Google Drive with internal events (organised by TRIPLE) and external events where the TRIPLE project may be

presented (see Annex "Calendar of Events"). We are also going to maintain an official Calendar of Events on the TRIPLE website (possibly linked to the OPERAS website).

TRIPLE was represented at the following events:

☐ Open Science Conference, Berlin/Germany (https://www.open-science-conference.eu/)

☐ DHd2020 "Spielräume", Paderborn/Germany (https://dhd2020.de/)

☐ CO-OPERAS & SSHOC Workshop "Forschungsdaten und FAIR Prinzipien in der Geistes- und Sozialwissenschaften", Göttingen/Germany (https://fair-rdm.sciencesconf.org/)

Due to the current COVID-19 pandemic, many face-to-face communication methods have had to be modified since March 2020, shifting to remote activities (cf. Section 7.2). Several of the scheduled conferences where we had planned to present the TRIPLE project have been either cancelled (e.g. LREC2020 [International Conference on Language Resources and Evaluation]; proceedings have been published nevertheless), postponed (e.g. ESOF2020 [EuroScience Open Forum]) or moved online to a webinar type virtual conference (e.g. EOSC Hub Week). For example, we presented the "TRIPLE project: Building a discovery platform to enhance collaboration" at the ICTeSSH2020 virtual conference (30 June–1 July) instead of attending a real world face-to-face event in Amsterdam, and TRIPLE won the "Best Paper Award"!

We hope that as current travel restrictions ease it is likely that we will be able to resume face-to-face interaction again. Some conferences planned for later in the year may still take place, although travel may still be restricted in some countries. While face-to-face communication is and will remain greatly affected for at least the first year of the project, it is expected that we may resume part of these communications gradually by at first organising smaller scale meetings or hybrid events. For the moment, all face-to-face communications are substituted and replicated by virtual communications, from project meetings to conference presentations.

We are happy that virtual conferences and the technology enabling group meetings and discussions is having a positive impact on the problems that the pandemic has brought, although we do recognise that some real-world interactions are difficult to replicate digitally. For example, the informal networking that happens during the coffee breaks and after the formal conference schedule ends is often invaluable.

8| POTENTIAL RISKS IN COMMUNICATION

Communication-related risks to the TRIPLE project were identified as part of the deliverable D1.4 "Risk and Quality Management Plan". They are shown below along with the proposed ways how we try to mitigate these risks.

8.1 Large size of the consortium

The TRIPLE team is composed of 19 different partners with around 87 persons directly involved in the project. Regular staff turnover within the partner organisations results in changes in the composition of the TRIPLE work package teams. Three associated risks in communication have been identified: inadequate communication flows, difficulties in the overall management and insufficient participation or integration of some people. Five actions have been established to avoid a negative impact on the implementation of the TRIPLE project:

☐ Regular team meetings

☐ Intense internal communication: Intense in the sense that we repeatedly circulate pieces of information at regular intervals to ensure that if a partner has missed them the first time, they have a chance to become aware of them the next time. We do that especially with information related to official and legal aspects of project management such as amendments to the Grant Agreement or the fulfillment of periodic reporting duties.

☐ Balanced allocation of tasks: We pay attention to involve all partners in global communication, independent of the number of person months of each partner.

☐ Listening to the needs and expectations of all team members through periodic satisfaction questionnaires.

☐ Creation of the Project Coordination Team (PCT) to assume the role of a special task force: It will be composed of the project coordinator and the WP8 leader to ensure a smooth continuous management of the project. The PCT discusses and prepares the adaptation of rules and principles whenever needed, e.g. in the case of organisational changes within the TRIPLE partner institutions or difficulties in the progress of some of the project tasks. The aim is to support the partner in every possible way.

8.2 Collection of Personal Data

Throughout the project, the collection of contact details is crucial to expand our network and to attract prospective users of the TRIPLE platform. This includes, but is not limited to, the following occasions:

☐ Visits to TRIPLE website and social media channels

☐ Web analytics

☐ Online polls

☐ Newsletter subscription

☐ Registration for TRIPLE events

☐ Participation in the TRIPLE Forum

☐ Recruiting participants for research interviews and surveys

Collection and storage of personal data, however, needs to be handled with great care in order to ensure compliance with the European General Data Protection Regulation (GDPR).

We have therefore initiated a process of identifying the following parameters for each occasion:

☐ Data type/category

☐ Tools used to collect the data

☐ Who collects the data and how

☐ Who stores the data, where and how

☐ Who has access to/uses the data

☐ Purpose of use

The next step will be to implement GDPR-compliant data collection and storage procedures, e.g. measures to seek consent or retention periods.

8.3 Pandemic situation

One major challenge that TRIPLE had to face close to its beginning as a project was the disruption of work, and life, due to the COVID-19 pandemic. Measures taken to fight the virus, in particular the varying degrees of lockdown in different European countries, have had an impact on the work capacity and availability of each individual according to their personal constraints. This has forced us to anticipate risks such as a significant slowdown of the work, falling behind schedule as well as coordination difficulties.

Four actions have been established to prevent damages related to these risks that would have a high impact on the project communication and dissemination:

☐ Open discussion among the consortium partners about necessary changes regarding project management and implementation

☐ Questionnaire to get feedback from partners about management efficiency

☐ Use of additional IT (Information Technology) video tools such as sli.do[17], Zoom Webinar[18], miro[19] or MURAL[20].

☐ More flexibility in collaboration and adaptation to the constraints of some partners

8.3.1 Understanding and accepting the new situation

The pandemic has forced the consortium to think of new ways to stay committed to the same project goals without risking major disruptions of the tasks defined in the Grant Agreement. This is done using a very understanding and humane approach: Be as transparent as possible on the new conditions and the revised workflows without pretending that this is "business as usual", and communicate openly about how this new situation affects our work (e.g. in the new "TRIPLE: Behind the Scenes" series on the OPERAS blog).

TRIPLE had originally planned lots of activities, meetings and workflows to take place face-to-face, but also virtually, in order to achieve the project goals. The cancellation, postponement or online conversion of all in site (internal and external) meetings and conferences has had a far-reaching effect on the communication among consortium partners and their teams and on our communication with the wider scientific community.

During the virtual consortium meeting in May 2020, the TRIPLE partners assessed both the risks and the possibilities of this new situation for the project communication and collaboratively brainstormed on ways how to adapt to the new situation.

8.3.2 Managing the risks

As a project characterised by a distributed team and management approach with mainly digital workflows between project partners across Europe, TRIPLE was well placed to continue its work during the pandemic. However, a major risk that had to be faced was organising outreach events for team building and dissemination of the project results. The sudden complete lack of face-to-face events was a drawback to building up professional **networks** between project partners and also for creating a TRIPLE user community. This aspect had to be totally renegotiated, and communication and other workflows had to be reorganised to ensure that the project goals are still met.

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[17] Sli.do is a digital tool to engage your audience during an online meeting, for instance via live polls or event analytics (https://www.sli.do).

[18] The Zoom Video Webinar allows to broadcast a meeting to a large public, to share screen, video and audio, and participants can use the Chat, Discussion or Q&A options to interact with the presenter, speakers and/or other participants. Webinars can take place once, can be repeated in a series, or can be the same session that happens multiple times (https://zoom.us/webinar).

[19] miro is a collaborative online whiteboard platform designed for remote and distributed teams (https://miro.com).

[20] MURAL is a digital workspace for visual collaboration (https://www.mural.co).

To address this, TRIPLE has **explored** various virtual tools and methodologies, including a literature review on successful cases of e-conferences, to build the capacity to organise internal and external virtual meetings, training webinars and conferences. Assessing the various virtual tools and experimenting with completely virtual and hybrid event formats is also part of the work done in the first months of the project.

PROJECT-INTERNAL COMMUNICATION

The quality of internal communication depends on the trust and involvement of each of the TRIPLE partners. By "quality" we mean equal level of all partners, collegial decisions for strategic topics and the maintenance of the strong involvement of all partners in all project phases.

During the lockdown period, the project coordinator asked the consortium to fill in a satisfaction questionnaire. The results highlighted a need for more exchange opportunities about the scientific progress of the project and the need for informal exchanges favouring discussions over formal presentations. These results led to corrective actions such as scheduling two virtual consortium meetings per year, including breakout sessions for informal talks. These meetings will also be an opportunity to spotlight a partner in the form of an interview.

The project coordinator also told the consortium about the possibility to delay the end of the project by three months within the regulatory framework foreseen by the European Commission. Most of the partners preferred not to extend the deadline. However, the deadlines of two deliverables, D2.1 "Data Acquisition Plan" and D1.3 "Data Management Plan", have been extended in order to ensure their completeness and quality.

PROJECT-EXTERNAL COMMUNICATION

As happened with the internal communication, the pandemic emergency has significantly affected our communication with external audiences.

The next phase of **User Research** as part of the WP3 tasks, i.e. the co-design activities, is due to start in September 2020 (although we had planned initial activities to coincide with the cancelled OPERAS conference in June 2020). As it will be extremely difficult to meet in groups to carry out face-to-face activities, we will proceed to communicate with our stakeholders using technology that enable remote co-design (we have selected miro.com for this purpose). This work will include mapping out the discovery journey users take and identifying points where the TRIPLE platform can be useful in offering support for this process. Doing this remotely will be more challenging, but we are confident that we can adapt our working practice accordingly.

As mentioned in Section 6.6, a large number of external face-to-face **conferences and workshops** have been converted into online events. The TRIPLE project had to adapt its communication strategy considering this new "massive" online presence by attending selected virtual conferences and seminars and by intensifying its social media/web presence. Even if events had to be postponed or cancelled, many organisers still offered the possibility of publishing papers as part of the conference proceedings and/or as articles in academic journals. This allowed us to present the TRIPLE project to external audiences and to disseminate project results nevertheless.

It is still too early to evaluate how effective this online shift was for events, and how it will impact the event business in general in terms of future planning. Nevertheless, we have identified some positive and some negative aspects:

☐ As positive elements we can definitely list the reduction of time otherwise lost for travel. This means not only a reduction of travel costs and emissions, but also creates the possibility of attending more events within the same time frame, for instance, or specific sessions of different events taking place simultaneously.

☐ Negative aspects are the heightened competition between more and more online events, the difficulty of running virtual events over a longer period of time due to the limited attention span of participants in online environments and the absence of informal face-to-face networking opportunities, not to mention the issues that arise from a technical point of view.

What we have learned during the pandemic so far is that external communication should make use of a mix of online and offline tools. We think it is important that physical meetings take place regularly, but it is also true that some of them can be substituted by shorter and more focused online events. In the future, especially once the TRIPLE community is well established, we want to include virtual meetings—with both formal and informal elements—in our event portfolio. An example could be a "virtual coffee break with a TRIPLE expert" that could be periodically organised. Within 30 minutes a group of ten to 15 people could meet with that expert to discuss and ask questions on a specific topic while drinking their own beverage. The meeting could be opened by posing a series of icebreaking questions to participants. Another example would be hybrid event formats that allows remote participation in specific sessions/discussions of a face-to-face conference or workshop.

ANNEX

ANNEX 1: CALENDAR OF EVENTS

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Events with relevance to OPERAS/TRIPLE *(sorted by date)*

This is the status of the TRIPLE-internal Calendar of Events as of 29 July 2020. We use this living document to plan, monitor and document both TRIPLE-internal events and external events where the TRIPLE project could be represented.

Name of event and website link	Location and organiser	Date	Internal or external event	Type of event / language / approx. no. of participants	Call for Papers	Available to participate/ present (TRIPLE/OPERAS)	Involvement of related projects/ services
2020							
OSCoffee (Open Science Coffee) https://openscience-utrecht.com/oscoffee/	Online (by Utrecht University, Netherlands)	**Since April 2020**	external	1-hour webinars, English	topic suggestions welcome; sessions can be hosted by externals	e.g. opportunity to present TRIPLE project in general and/or the TRIPLE architecture and its services	
EuroScience Open Forum (ESOF) https://www.esof.eu/en	Trieste, Italy	**POSTPONED to Sept. 2-6 2020** ~~July 5-9 2020~~	external	conference, English "over 4,500 leading thinkers, innovators, policy makers, journalists and educators from more than 90 countries"			
2nd Workshop on Open Citations and OpenScholarly Metadata 2020 https://workshop-oc.github.io/	**3-hour ONLINE EVENT** ~~Bologna, Italy~~	**Sept. 9 2020** ~~Sept. 9-10 2020~~	external	workshop, English, 60 participants	CfC until 3 Aug.		

Open-Access-Tage https://open-ac-cess.net/commu-nity/open-access-tage/open-access-tage-2020	**ONLINE EVENT** ~~Bielefeld, Germany~~	**Sept. 15-17 2020**	external	conference, German and English, ap-prox. 400 participants	CfP for papers, workshops (until 3 May), for posters, tool marketplace (until 1 July)		
AEUP 2020 Workshop Multilingualism https://www.aeup.eu/aeup/2020-workshop-multi-lingualism/	**ONLINE EVENT** (satellite event of the OASPA Conference 2020)	**21 Sept. 2020, 10-12 am 1-3 pm (lunch break 12 am-1 pm)**	external	workshop, English		presentation of mul-tiligualism in TRIPLE	OPERAS multilin-gualism Special In-terest Group as co-organ-iser
CLARIN Annual Con-ference 2020 in Virtual Form https://www.clarin.eu/event/2020/clarin-annual-conference-2020-virtual-form ~~CLARIN Annual Con-ference 2020~~ ~~https://www.clarin.eu/event/2020/clarin-annual-conference-2020-ma-drid-spain~~	**ONLINE EVENT** ~~Madrid, Spain~~ CLARIN	**Oct. 5-7 2020**	external	conference, English, ap-prox. 220-240 partici-pants	CLARIN 2020 - Registra-tion Open for Additional Programme Elements http://www.clarin-it.it/en/content/clarin-2020-registration-open-addi-tional-programme-elements CfP for talks and posters open until 28 April - one of the topics: "CLARIN in rela-tion with other infrastruc-tures, initiatives and pro-jects, e.g. … TRIPLE"		
Digital Academy 2020 „Visualisieren und Ver-gleichen. Digitale Prak-tiken in den Geistes-wissenschaften"	**ONLINE EVENT** Bielefeld University, Germany (SFB 1288 "Praktiken des Ver-gleichens. Die Welt ordnen und verän-dern" & Arbeitsbereich	**Oct. 20-23 2020**	external	conference, German	CfP until 31 July (https://drive.google.com/drive/folders/1OTZE-GUpSKl0Dmba6mjBKlUc5SQ2yY3rF)	opportunity to present visualisation tool of TRIPLE platform	

	Digital History)					
#AoIR2020: Life https://aoir.org/aoir2020/	ONLINE EVENT Dublin, Ireland (Association of Internet Researchers)	Oct. 29-31 2020	external	conference, English	CfP until 1 March	session on the challenges of data sharing between industry and academia led by Michael Zimmer?
OPERAS Annual Conference	ONLINE EVENT	**POST-PONED to 2-4 Nov. 2020** ~~June 2-4 2020~~	internal	conference, English (25-minute talks)		Workshop for WP3 (Paula / Stefano AU) Workshop for WP3,3 (Gael and Maxime MEOH)
EGI Conference 2020 "Federated infrastructures for connected communities" https://in-dico.egi.eu/event/5000/	ONLINE EVENT	**2-4 Nov. 2020**	external (TRIPLE partner)	conference, English	CfP until 21/31 August	TRIPLE/ WP5 submission (presentation and possibly use case for the "Design your Community e-Infrastructure" workshop)
Joint EOSC-hub / FREYA / SSHOC Event https://sshopen-cloud.eu/joint-eosc-hub-freya-sshoc-event	ONLINE EVENT	**16-19 Nov. 2020**	external (TRIPLE partner)	conference, English	more info to come	Planned TRIPLE contributions: WP6 (in relation to PIDs and onboarding to EOSC) or WP7 (sustainability); presentation of TRIPLE platform tool in a 45 min. session at "Marketplace of tools"
				2021		
AIUCD 2021 – DH for society: e-quality, participation, rights and values in the Digital Age	Pisa, Italy University of Pisa (UNIPI) - through La-	**19-22 January 2021**	external	Conference Italian and English	CfP until 14 September 2020 https://aiucd2021.labcd.unipi.it/en/conference/call-for-papers	Opportunity to present TRIPLE in the EOSC context (Francesca / Monica CNR-ILC + WP6ers)

http://www.aiucd.it/convegno-aiucd-2021	boratory of Digital Culture (LABCD), National Research Council of Italy (CNR) – through Institute for Computational Linguistics "A. Zampolli" (ILC) and Institute of Information Science and Technologies" A. Faedo" (ISTI) – and CLARIN-IT					
DHd2021 "Kulturen des digitalen Gedächtnisses" https://www.dhd2021.de/	Potsdam, Germany	**15-19 March 2021**	external	conference, German	CfP until 30 Sept. 2020	Judith, Stefanie, NN? Panel about OPERAS services and relation to EOSC and/or talk by Judith (Assmann / Allan Sekula's "Reading an Archive" in relation to TRIPLE and digital archives)
Workshop on Open Citations and OpenScholarly Metadata 2020 https://workshop-oc.github.io/	**POSSIBLY 1-DAY ONLINE EVENT** Bologna, Italy	**+ POSTPONED to 2021** ~~Sept. 9-10 2020~~	external	workshop, English, 60 participants		
IASSIST2020 https://www.iassist2021.org/ , https://www.cessda.eu/News-Events/Events/IASSIST2020	Gøteborg, Sweden	**POSTPONED to 7-9 April 2021** ~~19-22 May 2020~~	external	conference, English, large		

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DHA2020 "Die Kunst der digitalen Geistes-wissenscahften" (https://dha2020.acdh.oeaw.ac.at/)	Wien, Austria	**POST-PONED to Spring 2021** ~~Sept. 23-25 2020~~	external	conference	CfP until 31 October	someone from Open Knowledge Maps and/or Know-Center?	
Digital Humanities in the Benelux 2020 Conference [http://2020.dhbene-lux.org](http://2020.dhbenelux.org)	Leiden, Netherlands	**POST-PONED to June 1-4 2021** ~~June 3-5 2020~~	external	conference, English and any official language of the Benelux	CfP open until 2 March		
Digital Humanities Congress 2020 https://www.dhi.ac.uk/dhc2021/ ~~Digital Humanities Congress 2020~~ ~~https://www.dhi.ac.uk/dhc2020/~~	Sheffield, UK	**POST-PONED to July July 22-24 2021**	external	conference, English	Proposals still accepted		
Culture & Technology. European Summer University (ESU) in Digital Humanities https://esu.fdhl.info/	Leipzig, Germany	**POST-PONED to 3-13 August 2021**	external	summer school, English			Involve-ment of DARIAH-EU/DE CLARIN-ERIC/D
FORCE2021 ~~FORCE2020~~	Donostia San Sebastián, Spain (FORCE11 The Future of Research Communications and e-Scholarship)	**POST-PONED to Oct. 18-20 2021**	external	conference, English			

https://www.force11.org/ meetings/force2021							
				PAST EVENTS			
Ottawa DH2020 https://dh2020.adho.org/	ONLINE EVENT Ottawa, Canada	**July 22-24 2020 for synchro-nous events** (more info on 15 June)	external	conference, English (mix of asynchro-nous and synchronous events) Presenta-tions, post-ers, panels uploaded to CORE	submission of 2 proposals, TRIPLE consortium - *re-jected*	Panel Forum	
International Confer-ence on ICT enhanced Social Sciences and Humanities 2020 (IC-TeSSH) https://ic-tessh.uns.ac.rs/	FREE ONLINE EVENT Amsterdam, Nether-lands	**June 29 - July 1 2020** (Papers will be pub-lished)	external	conference, English	proposal accepted, Huma-Num (10-page paper to be written by 11 May)	Emilie Blotière (Huma-Num): pre-senter & and others Suzanne Dumouchel: panel participant	
RDA Europe Ambassa-dors Webinar https://rd-alli-ance.org/rda-social-sci-ences-and-humanities-insights-rda-europe-do-main-ambassadors	Online Register at https://us02web.zoom .us/webinar/regis-ter/WN_9BJ-z4UQT1K8d7Rr0J-xMA	**25 June 2020 at 15:30 CEST**	external	webinar, English			
2020 LOATHING: Digi-tal Tensions, Fragmen-tations and Polarisa-	Online Department of Digital Humanities at King's College London	**26 June 2020 at 16:00 - 18:30**	external	PhD con-ference, English			

tions [In Times of Pandemic] https://www.eventbrite.co.uk/e/2020-loathing-digital-tensions-fragmentations-and-polarisations-tickets-107841041458		CEST				
d.go2020: 21st Annual International Conference on Digital Government Research **"Intelligent Government in the Intelligent Information Society"**	Online (Digital Government Society)	**15-19 June 2020**	external (TRIPLE partner)	workshop, English	workshop	**12 June 2020**: Workshop on the codesign of the WP3.3 Trust Building System (https://www.meoh.io/workshop-1)
EOSC Hub Week https://eosc-hub.eu/events/eosc-hub-week-2020-goes-virtual	Online	**18-20 May 2020**	external	conference, English	call for posters	Relevant for different TRIPLE aspects. Several partners attended
LREC2020 https://lrec2020.lrec-conf.org/en/	Marseille, France	**CAN-CELLED** ~~11-16 May 2020~~ (Papers published in the aclweb anthology)	external	conference, English, large	papers, workshops	Monica Monachini CNR (organises the LREC2020 workshop about Language Resources for the SSH Cloud https://www.clarin.eu/LR4SSHOC; SSHOC meeting will be scheduled **(VIRTUAL OR CLASSIC**) Submission of paper for the Proceedings (14 April)

European Conference on Information Retrieval ECIR2020 https://ecir2020.org/	**OPEN ONLINE EVENT** Lisbon, Portual	**14-17 April**	external	conference, English, large	Paper accepted		
FIT4RRI Summit: "Shaping the future of open science and society relations" https://fit4rri.eu/2019/08/rri-for-real-shaping-the-future-of-open-science-and-society-relations/	Rome, Italy (RRI Responsible Research & Innovation Project)	**March 19-20**	external	summit, English, approx. 100 participants			
Open Science Conference https://www.open-science-conference.eu/	Berlin, Germany (Leibniz Research Alliance Open Science)	**March 11-12**	external	conference, English	accepted	Poster and short talk (Peter Kraker OK-MAPS) Judith Schulte MWS	
Open Science Days 2020: "Relationship between Open Science and Good Scientific Practice" https://osd.mpdl.mpg.de/	Berlin, Germany (Max Planck Digital Library MPDL)	**March 2-3**	external	conference, English, max. 60 participants			
DHd2020 "Spielräume" https://dhd2020.de/	Paderborn, Germany	**March 2-6**	external	conference, German	submission accepted	Poster Presentation Judith Schulte MWS	in alignment with OPERAS, Judith Schulte MWS
DARIAH-ERIC "Bibliographical Data" Working Group Booksprint/ Workshop	Prague, Czech Republic	**Feb. 25**	external	Booksprint/Workshop on the analysis of bibliodata landscape in		Tomasz Umerle (IBL PAN, WP 2)	

				the humanities, English, ~ 20-30			
CO-OPERAS & SSHOC Workshop "Forschungsdaten und FAIR Prinzipien in der Geistes- und Sozialwissenschaften" https://fair-rdm.sciencesconf.org/	Göttingen, Germany	**Jan. 30**	external	workshop, German, ~ 20-30 participants?	accepted	Participation Stefanie Pohle MWS (+ Jan Rohden MWS)	Participation in alignment with OPERAS, Stefanie Pohle MWS