

BD4OPEM

Big Data for OPen innovation Energy Marketplace

Deliverable 8.2

Website and Social media strategy

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1 Executive summary

BD4OPEM will develop new innovative services to improve the monitoring, operation & maintenance and planning of electrical distribution grids. These services will be available to target audiences from an Open Innovation Marketplace. To aid in the achievement of expected results, a number of essential communication objectives in order to raise awareness, are to be fulfilled. These are presented in the Dissemination and Communication Plan (D8.1). All project stakeholders will be made aware about the project scope, direction and results, not only to maintain momentum during the project, but also to accomplish a long-term engagement oriented to promote new products and services in the energy and IT European innovation ecosystem fully aligned with the energy union strategy.

Social media will be used extensively to raise awareness and to inform and engage target audiences throughout the project. In this document, a strategy is presented to ensure more media traffic, relationship building, better target group satisfaction/retention and better service to key target groups and stakeholders, outlining which channels are most suitable for specific target audiences, how social media activities will be carried out and what the expected impacts and results are; in short how we will plan, execute, and measure all social media activities during the project.

This document also presents the project logo and graphic identity, research and the analysis that was undertaken on how to best reach stakeholders. Moreover, the project's stakeholders and their potential interest in BD4OPEM were identified. A continuous surveillance of potential new stakeholders and actors will be performed during the project execution, in line with the uncertainties, challenges and changes in the technology, markets and business models in the energy sector. Also, the visual communication will show how the project is clustering and simplifying data.

Finally, this document presents the website brief and the thinking behind it. Through the web, access to information about project activities, progress and results will be provided. It will fulfil the H2020 requirements to inform about the project. It will not be a commercial site, although it should capture attention of the stakeholders involved in products and services development and could evolve into one quickly as the project ends. To this end, the website design and content will be enhanced and enriched during the course of the project. Key branding words are simplicity, data management, big data, AI, innovative, actionable, tech, energy, digital, engaging, business. Good accessibility and usability characteristics are assumed.

2 Introduction

BD4OPEM will develop new innovative services to improve the monitoring, operation & maintenance and planning of electrical distribution grids. These services will be available to target audiences from an Open Innovation Marketplace. Big data extracted from five data provider will be fed through an analytic toolbox using artificial intelligence resulting in the creation of eighteen analytics services

To accomplish expected results, a number of important communication objectives are to be fulfilled: raising awareness among stakeholders and target audiences; demonstrating the societal impact (employment and economy); strengthening internal and external communication within all target audiences; supporting post-project development and the commercial-market uptake of all proposed solutions; contributing to EU policy and regulatory agendas, and to relevant EU standardisation bodies in the Energy sector.

The Dissemination and Communication Plan (D8.1) highlights the key actions, messages, potential audiences, roles and responsibilities and methods of communication to be used for the promotion of the BD4OPEM project and the fulfilment of the above directives. All project stakeholders will be made aware about the project scope, direction and results, not only to maintain momentum during the project, but also to accomplish a long-term engagement and sustainability after the project has ended.

Social media will be used extensively to inform and engage target audiences throughout the project. In this document, a strategy is presented outlining which channels are most suitable for specific target audiences, how social media activities will be carried out and what the expected impacts and results are; in short how we will plan, execute, and measure all social media activities during the project.

A five-point social media strategy [1] will be adopted with the objective to benefit the project as we move through the process of innovation to sustainable business opportunities - to ensure more media traffic, relationship building, better target group satisfaction/retention and better service to key target groups and stakeholders.

3 Social media

3.1 A five-point strategy approach

3.1.1 Understand target audiences

The foundation of the social media strategy is to understand who our target audiences are and why they use social media. To achieve this, we will utilise both demographic and psychographic input.

Demographics tell us the who: it refers to statistics that describe a group of people, such as Gender, Education, Location, Age and Income.

Psychographics tell us the why: to truly understand how to create content and services that our target audience actually wants, we will need to understand more about our audiences' needs and expectations, such as, Why do they want to learn about our project and services, How important are they to them, How do they like to learn about them (e.g., video, text, audio, etc., and on what type of device), What common questions do they have about our project/services and How knowledgeable are they about this area?

3.1.2 Select correct channels for target audiences

As we are investing time and resources into building a following on social media channels over a long-term period, it is important to select the correct ones from the beginning. At this stage, Twitter, LinkedIn and Facebook have been selected, supported by YouTube as video material emerges. It is recommended to focus on a few strategic channels; the focus should be on quality over quantity. To this extent, the table below outlines identified project target audiences and proposed channels at this early stage in the project.

Groups/Stakeholders	Descriptor	Social media
Technology providers	Companies, especially SMEs, engineering and realising software and/or hardware for integration.	LinkedIn, Twitter
Service providers	Creating awareness of the open marketplace and promoting technology and knowledge transfer.	LinkedIn, Twitter
Financial providers	Business Schools, Business Angels, Accelerators, Incubators, Business	LinkedIn, Twitter

	Angels and Venture Capitalists.	
Policy makers	Supporting a shift towards sustainable policy processes and products in the energy sector and providing financial incentives to realise this.	LinkedIn, Twitter
Energy clusters	Promoting technology and knowledge transfer between the project and similar relevant clusters (i.e. BRIDGE initiative and OPEN-Dei).	LinkedIn, Twitter
Certification and Standardization bodies	Collaborating with certification and standardisation bodies to ensure the smooth transfer to new technology found in the open Marketplace.	LinkedIn, Twitter
General Public	Creating awareness of the Open Marketplace platform and how it contributes to their everyday life to their benefit.	Facebook LinkedIn, Twitter
End-users	Creating useful and usable tools and services to meet the needs and expectations of this target group.	Facebook, LinkedIn, Twitter
Potential clients/customers	Raising awareness about the Open Marketplace to encourage usage (targeted business modelling).	LinkedIn, Twitter
Prosumers	Creating awareness of the Open Marketplace and how it can contribute and benefit their everyday life.	Facebook, LinkedIn, Twitter
ESCOs - Energy Service Companies	Raising awareness of business modelling to provide an effective delivery mechanism to maximise energy efficiency resources.	LinkedIn, Twitter
Environment authorities	Impacting on climate change and new clean energy production strategies.	LinkedIn, Twitter
Academia	Providing input for new areas of research and competencies.	LinkedIn, Twitter

Table 1. Channels for target audiences

3.1.3 Develop content and get followers

Special effort will be made to promote follower engagement thanks to all partner networks and the effort of each partner in each country to identify key local target audiences. Once the target audience is better understood, we can begin delivering value to them. The more value we can provide, the faster our presence will grow. To

achieve a degree of consistency, we must be continuously active on social media. In order to make this as easy as possible, it is suggested to build up a content bank with content our target audience will love (such as blog posts, infographics, pictures, videos, quotes, quick tips, events etc...)

Sharing content without any followers is pretty useless. Without our target audiences seeing, reading, and re-sharing the content we post, we will never build relationships, trust, or see significant traffic. The most effective way to get followers at first is to simply follow as many of our target users as possible. A decent percentage of these will follow us back. As our follower count grows, we can slow down on following other people as the exposure from the content we share will start to earn us significant follower growth and traffic.

3.1.4 Automate for success

The scope of this activity is to automate statistics and correlate them with the communication and dissemination activities. We need to understand which channels are being used the most and are the more effective. This will help us to determine where we focus our energies.

Once we start to accumulate followers who are interacting with the content we are posting, we may need to consider how and when and how much we share. We may need to be careful not to share too much; testing the frequency of posting to optimise it for our project. Depending on the audience, you might need to share more or less.

One of the easiest ways to be consistent here is to use tools (many of which are free) to schedule posts. Just because we can post 100 times a day, doesn't mean we should. It also doesn't mean we should share the same message over and over again.

We can automate these networks in exactly the same way; by automating Facebook, LinkedIn, and Twitter: creating a separate schedule for each network. When we create a status to share, we can add it to any combination of networks that we would like all at once.

3.1.5 Maximise post exposure and check results

It is important to track results to see what is or isn't working, and also to improve the strategy. We will consider documenting/recording activity on a spreadsheet to understand which posts are attracting the most clicks and engagement and which ones are not. This may enable us over time to learn how to write descriptions that get the most clicks. Understanding which posts do well on our main social channels

is important, but we will need to ensure that we are effectively pushing traffic to our website. Sometimes, our followers (or friends of followers) will come to a post on our site and share it. Overall traffic analysis can be done using Google Analytics (GA), supported by statistics from social media channels used such as Twitter, LinkedIn and Facebook.

3.2 Goals with our social media

- The overall strategic approach is two-fold: to share news and events from BD4OPEM and to share knowledge within the field in general.
- Generate traffic to BD4OPEM's website.
- Increase BD4OPEM's social media presence and visibility.
- Connect with existing and potential target audiences.
- Keep project partners and those closest informed and engaged.
- Open the door for collaboration and communication with future service & energy providers.
- Create awareness about the Open Innovation Marketplace.
- Demonstrate leadership within Big Data and Open Energy Market issues in order to promote technology and knowledge transfer.

3.3 Method for social media

LinkedIn, Twitter and Facebook links will be available from all pages of the website. YouTube will be used as webinars, videos and other clips become available.

LinkedIn: <https://www.linkedin.com/company/bd4opem/>

Twitter: <https://twitter.com/Bd4Opem>

Facebook: <https://www.facebook.com/BD4OPEM-110061023960848/>

General information

- BD4OPEM will maintain all content in English. All content that *comes from or via* BD4OPEM will be in English (however, partners are encouraged to spread social media input from the project in local languages to engage local target audiences).
- All partners are encouraged to participate actively on social media. Whenever a post is made that relates to the projects focus areas, partners should always

use the hashtag #BD4OPEM, in order for the Communication & Dissemination team to repost/retweet it from the BD4OPEM accounts.

- Updates on BD4OPEM's events/reports/latest news will be posted in all channels, in order for connections to stay up-to-date.
- All posts with the hashtag #BD4OPEM should respect and consider inclusiveness [2] regarding differences in ethnicity, gender, age, national origin, disability, sexual orientation, education, and religion.
 - No offensive comments (misogynist, racist, homophobic, or hateful towards any group or person)
 - Gender-neutral language
 - Share multiple voices and perspectives
 - Use diverse stock photos and icons
 - Choose emojis wisely

3.3.1 Twitter

- The main strength of Twitter is its short-and-sweet nature. Tweets should be as succinct as possible while still delivering enough information to leave followers thinking. Links should be provided as frequently as possible for people to follow-up on more information.
- Like Facebook, a great way to reach more followers is to follow other like-minded individuals/companies/organisations and then like and retweet their tweets.
 - Research our peer projects' social networks in order to find more to follow and in that way, add more followers.
- Twitter users often use Twitter as a source for reading about and providing commentary on current events; retweeting and sharing articles and discussions linking to the latest conversations within the field of Big Data and Open Energy Markets is a great way to gain interest from a broader audience, with a brief commentary, when possible, demonstrating thought leadership within the fields.
- A great way of demonstrating thought leadership and reaching new listeners (followers) is by attending and hosting Twitter chats. These are virtual conversations with questions being posted and answered by those joining the chat. The idea here would be to map out the expertise within the BD4OPEM project group and ask people to participate in twitter chats that we see coming up.

- Closely linking Facebook and Twitter presence is an excellent way to ensure that we reach the maximum followers; BD4OPEM's Facebook page should be linked on its Twitter account

3.3.2 LinkedIn

- LinkedIn is the platform targeted towards professional connections; for this reason, posts need to be done and reposted via project partners individual pages for best reach.
- LinkedIn lends itself to the article/blog format. Regularly, for instance, once per month, a BD4OPEM partner member could be tasked with writing a post that should be especially thoughtful and relevant to BD4OPEM's areas of expertise. This can be on whatever specific subject deemed relevant by the individual as long as it demonstrates thought leadership. This will attract those that work within the field and keep them interested in the content being shared by the BD4OPEM platform.
- Commenting on other organisations/individuals posts and articles with thought leadership within the fields is also a great way of gaining an audience. All partners are encouraged to do this.

3.3.3 Facebook

- The main goal with Facebook is to reach a wider audience - the general public.
- Invite current and future partners and clients to "like" our Facebook page.
- In addition to the link to the BD4OPEM website, Twitter and LinkedIn pages should be linked and pinned on the Facebook page for visitors to easily connect on multiple platforms.
- Post updates regularly from the Bridge/OPEN-Dei initiatives (e.g. events and news with summaries of the events' goals and outcomes), when available.
- Liking the pages of other organisations or companies within the field in order to get updates and make connections that garner more likes on our own page. Sharing posts from these pages will raise both our visibility and theirs - a win-win!
- The best way to get more Likes is to produce content that viewers want to share to their own pages;
 - Links to articles on current events (more appropriate for LinkedIn, see above, but the significant/relevant things should be shared to Facebook where it should be simplified and there is more space for reflection in terms of character allowance).

4 Project logo and graphic identity

4.1 Research and analysis

Before creating the project logo and graphic identity, research and analyses were undertaken on how to best reach our stakeholders. Moreover, the project's stakeholders and their potential interest in BD4OPEM was identified.

The visual communication will show how the project is clustering and simplifying data. See illustrations that have served as inspiration in figures below.

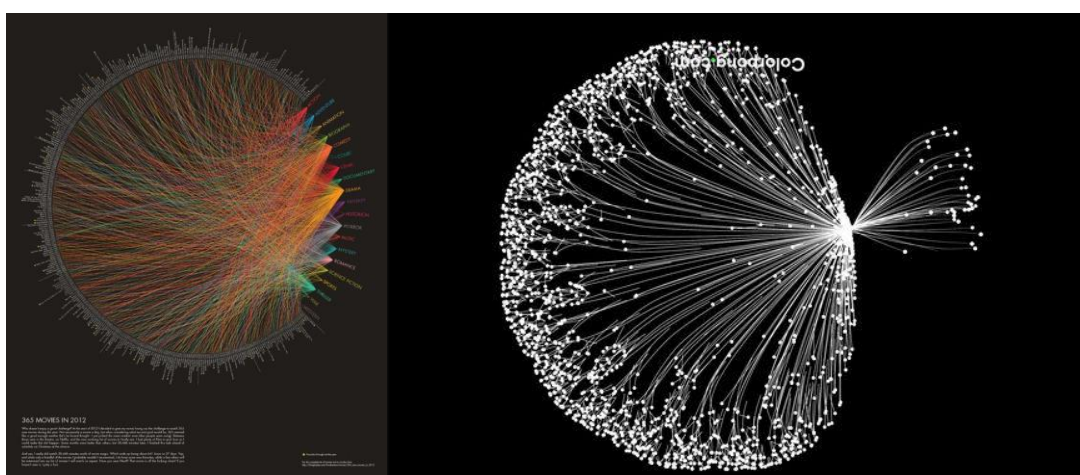


Figure 1. Visual communication inspiration

The logo will show how data is taking a concrete and simplified form. See illustrations that have served as inspiration in figures below.

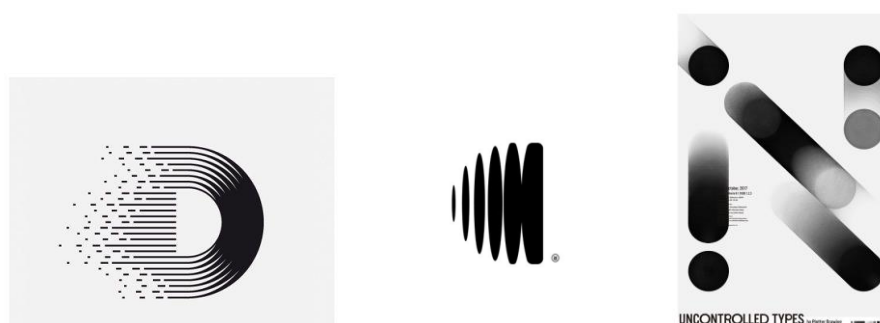


Figure 2. Logo inspiration

We want to show a balance between innovation, tech and formality. Dots and lines are frequently used in similar projects; it makes the graphic profile playful and

innovative. We want to use innovative and actionable palettes. See illustrations that have served as inspiration in figures below.

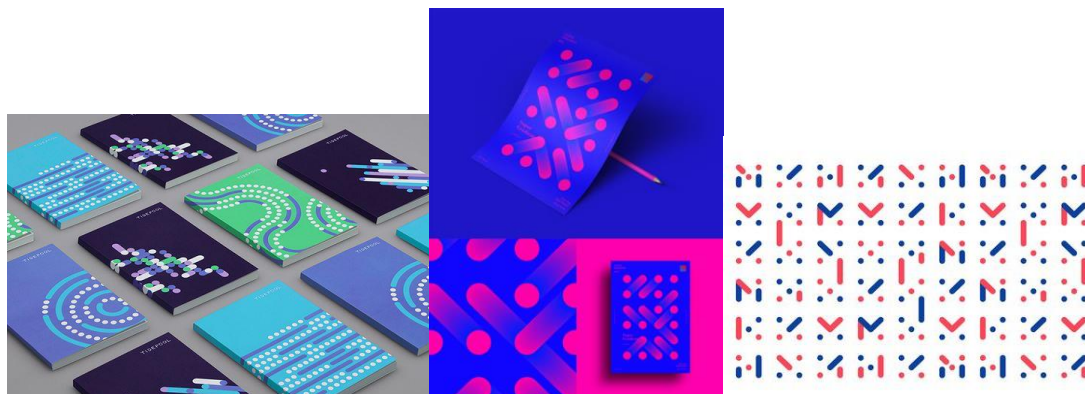


Figure 3. Graphic inspiration

4.2 Results for BD4OPEM

- **Tonality:** Tech, Energy, Manly, formal, digital, engaging, business
- **Key words:** simple, data management, big data, AI, innovative, actionable
- **Visual communication:** movement forward, complex process simple solution, simplify, innovative

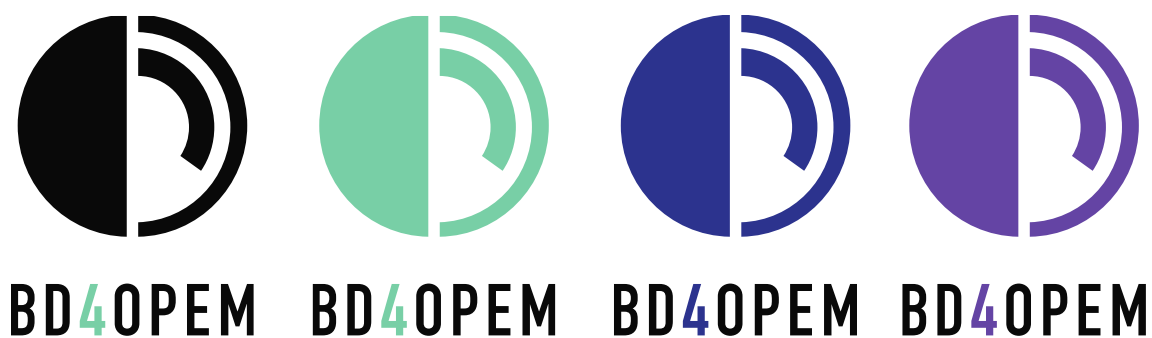


Figure 4. BD4OPEM Logos

COLOURS

PRIMARY

SECONDARY

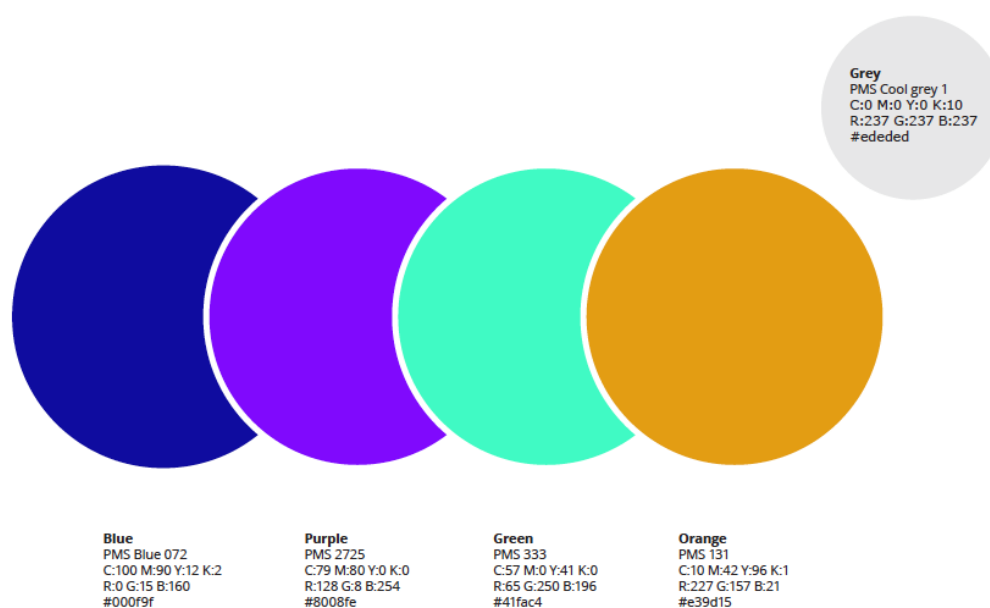


Figure 5. BD4OPEM Colours

Fonts for BD4OPEM can be found in Annex 1.

5 Project Website

5.1 Task objective

The objective is to create an information website (navigation, structure, layout and content) for the BD4OPEM project, using the latest information about objectives, partners, pilot sites and services that are to be developed and marketed. The mission is to launch an initial website by June 30, 2020 (M6) at the latest, and review it at regular intervals during the project with the intent to update and change content as the project develops over the 42-month project period. The website design and content will appeal to all identified target audiences, the key focus is on the exploitation and future post-project commercialisation of the technology and/or future services being produced. The website is produced by We Plus (WEP) and Sustainable Innovation (SUST). Both partners will be continuing the development of the site.

Through the web, open access to information on the project's activities, progress and results will be provided. A description of the project's objectives, concept and approach will be easily accessed by any interested external entity. Furthermore, public material will become available, such as publications, press material (brochures, leaflets, posters, newsletters and videos) and documents in order to communicate the project's vision and achievements. Detailed information concerning any event such as seminars, workshops and fairs in which BD4OPEM will organise or participate in, will be published.

5.2 Branding values

BD4OPEM.eu will be an information site in English. It will fulfil the H2020 requirements to inform about the project by the end of project month 6. It will not be a commercial site, although it is planned that it will evolve into one quickly after the project ends. To this end, the website design and content will evolve of the course of the project.

Branding Key words: simple, data management, big data, AI, innovative, actionable, tech, energy, digital, engaging, business. An information site with good accessibility and usability characteristics.

5.3 Mission statement

BD4OPEM will extract greater value from different big data power sources by feeding it through an analytic toolbox using artificial intelligence techniques, and will develop innovative decision-making services for monitoring, operation & maintenance and planning in energy distribution systems.

5.4 Project description of BD4OPEM

BD4OPEM stands for **B**ig **D**ata for **O**Pen innovation **E**nergy **M**arketplace. Global demand for electricity is increasing, and energy systems have moved from an analogue to an interconnected real-time digital world. Huge amounts of data, mostly unused or underused, are available offering great potential to develop exciting new services. These services will improve the planning, monitoring, operation and maintenance of electrical distribution systems, all available from an open innovation marketplace.

A seamless link between energy stakeholders and solutions developed will ensure secure data flows between data providers and solution providers, resulting in new data-driven business models, enhanced asset management and consumer participation in energy balancing. Target user groups will be able to find relevant solutions provided by different specialised companies.

5.4.1 The BD4OPEM pilot sites

BD4OPEM objective is to demonstrate, validate and verify the feasibility of the services produced in different contexts and countries prior to any deployment in a trans-European context.

Five pilot sites (Spain, Turkey, Slovenia, Belgium and Denmark), who provide the initial input data, will demonstrate the usefulness and the usability of the services developed. BD4OPEM will collaborate with these pilot sites from the European energy sector, who will play a central and essential role in the project. Not only will they provide the project with huge amounts of data in order to enable the creation of all the BD4OPEM services, they will also act as testbeds for trialling and validation the services as they are rolled out.

Estabanell (Spain) is both a Distribution Systems Operator (DSO) and retailer. The main business activity is electricity distribution. With a network of over 1.100 km, it

supplies more than 56.000 power points, with two substations where it connects to the transmission network at 220kV, distributing electricity through more than 800 secondary substations. Data sources are:

- Smart meters (55,400)
- Topology & Observability of MV network
- SCADA, GIS, Analysers
- Consumer profiles (patterns & consumption)
- PV generation
- Large scale battery
- EV charging infrastructure data

OEDAS (Turkey) is located in a region consisting of urban and rural areas where the 3 TSO substation and 9 High Voltage Medium Voltage transformers supply a variety of customers. In this area, the PV penetration is very high. Daily production and consumption are constantly changing, and meeting supply and demand is a challenge. Data sources are:

- Topology & Observability of MV network
- SCADA, GIS, Analysers
- Energy storage infrastructure
- PV, Hydro, Geothermal, wind generation

Elektro Celje (Slovenia) is one of five DSOs in Slovenia, covering 22% of the territory. Its electricity infrastructure is extensive and it supervises, manages and operates the electricity distribution network supplying over 170.000 customers of which 125.800 (75%) are equipped with smart meters. Data sources are:

- Client clustering and consumer profiles (patterns & consumption)
- SCADA, GIS, Analysers
- PV, Hydro generation

VRIJE UNIVERSITEIT BRUSSELS - VUB (Belgium) As a customer of the local DSO, the Brussels Health Campus is a well-advanced energy island owning and running a micro-grid that is able to operate in “island” mode for five consecutive days. The hospital and part of VUB is a critical environment where grid security is highly prioritised. Data sources are:

- Smart meters
- Topology & Observability of
- LV network
- Client clustering and consumer profiles (patterns & consumption)
- SCADA, GIS, Analysers
- PV generation + Energy storage + EV charging

NUVVE (Denmark) As a customer of the local DSO, NUVVE operates some 30 bidirectional 10kW chargers on the Danish island of Bornholm. This represents a scaled model of the Danish renewable integrated power system operating in grid-connected and island mode. Data sources are:

- EV data
- EV charging infrastructure data

5.4.2 What services will BD4OPEM offer

Eighteen innovative services to enhance Operation and Maintenance, Monitoring and Planning decision-making will be tried and tested in five pilot sites, all available from the BD4OPEM Open Energy Innovation Marketplace.

	Service	Category
1	Topology study – retrieval of network topology predictive electrical grid parameter information available where no data/realistic data.	Operation and Maintenance
2	Observability service - reflects actual network status based on fact rather than current theory (smart metering).	Operation and Maintenance
3	Predictive maintenance - Risk matrix with predictive failure models to support maintenance and investment planning.	Operation and Maintenance
4	Grid disturbance simulation service – Understanding origins, evaluating risks and improving electricity supply quality.	Operation and Maintenance

5	PV, EV & new loads impact study - before/after network performance analysis as new PV/EV facilities installed.	Operation and Maintenance
6	Measurement error detection – service highlighting errors in and inconsistencies in customer data	Operation and Maintenance
7	Energy balance/power-voltage study – A non-technical loss study of network state and data inconsistencies real-time.	Fraud detection
8	Fraud pattern detection service - Non-technical loss analysis of energy balance in LV networks to detect faults/defects.	Fraud detection
9	Flexibility forecast Service - Predicting flexibility from small generators/energy storage systems/prosumers.	Flexibility and demand response
10	Flexibility aggregated Service – Use of algorithms to support decision making based on technic and economic criteria.	Flexibility and demand response
11	Flexibility aggregated services – Decision making support for voltage control services and congestion management.	Flexibility and demand response
12	EV to Grid Service – Aggregation of kilowatt scale resources to estimate the flexibility EVs can bring.	Flexibility and demand response
13	Loads, generation, energy storage management at individual household or at community level. Understanding customer behaviour to apply curtailment orders.	Smart housing buildings and industries
14	Demand estimation service - raising consumer awareness about the consumption of individual devices behind smart meters.	Smart housing buildings and industries
15	Asset and investment planning. A service based on a tool that models technologies contributing to grid reinforcement.	Planning

16	Asset estimation optimisation - predicting future capacity and remaining useful life for investment planning.	Planning
17	Indicator generation - Indicators to provide information about grid status and its assets at different time horizons.	Monitoring
18	P2P trading – applying Distributed Ledger Technology (DLT) to the energy sector	Trading

Table 2. Services that will be offered by BD4OPEM

5.5 How to contact the project BD4OPEM

Visitors to the site will be encouraged to sign up to receive the newsletters, press releases and other documents produced by the project.

6 Methods for assessing the impact of dissemination & communication

In order to be robust and to draw a well-founded conclusion on dissemination & communication activities, evaluation of these actions will need to draw on data collection and analysis tools. Tools will be relevant for different types of assignments and for evaluation of different types of communication activities.

Evaluation methods can be used in a number of different ways depending on the type of activity, the stage of implementation, the stage of evaluation or, simply, the resources available for evaluation. Consequently, BD4OPEM will utilize a monitoring “toolbox” that, given the project scope, will be helpful for many of the activities defined in the dissemination and communication strategy. The toolbox will contain the following three key elements:

6.1 Social media monitoring

Social media monitoring tracks and monitors the reach and engagement of social media-based communication. For simple communication activities, social media own monitoring tools may prove sufficient (e.g. Facebook’s tracking tools). However, for

public campaigns and other substantial communication activities involving social media, there are clear benefits in using advanced software tools – such as Radian6, Engagor and Vocus. Social media will be monitored monthly or around key communication events.

6.2 Web analytics

Web analysis will be used to monitor and evaluate web traffic. Analysis of website statistics assesses the reach, attractiveness of websites, and topical interest of visitors and informs thereby the overall assessment of web-based communication using websites. Web analytics should be monitored on a monthly basis or after key communication events.

6.3 On-line survey for website user experience

Website user experience surveys are undertaken to assess the quality and usability of specific websites. Online surveys will be carried out regularly during the project, at least once every 12 months to monitor and measure this.

Preferably, a professional analytics service should be used to measure and analyse website user experience, thus assisting on-line business goal delivery. The survey should measure user-satisfaction by asking visitors to our website to compare their expectations with what they actually experience on the website. A survey consists of putting a series of standard questions in a structured format to a group of representative visitors to the website, and then analysing their responses. The approach is nearly always quantitative, although open questions should be made possible in the survey. In evaluation, surveys are typically used to collect opinions among large groups of people as well as information on the topic evaluated.

7 Conclusions

The primary dissemination and communication objective of the BD4OPEM project is to ensure that all results and project outputs are made available to all identified target audiences. Our approach is to be inclusive and participatory, leveraging the expertise of the partners and encouraging discussion with target audiences and other related EU funded projects. Well planned and executed dissemination efforts will be crucial to ensure that target audiences become engaged with the BD4OPEM project.

Digital and social channels have a central role to play in this strategy, as they provide extensive opportunities to inform, engage and promote the take-up of the BD4OPEM results, at the same time building and strengthening relationships with target audiences. Key performance indicators; targets that facilitate the measuring and monitoring of how well the project achieves its communication and dissemination goals, have been specified for the website and selected social media channels. As the project develops, the monitoring of these activities will ensure strategic and effective actions throughout the project and indeed beyond.

8 References

- [1] *"Stop Guessing: Here's a Social Media Strategy that works"*,
<https://www.quicksprout.com/social-media-strategy/> (May 28, 2020)
- [2] *"8 ways to make your social media channels more gender inclusive"*
<https://blog.hootsuite.com/gender-inclusive-social-media/> (June 8, 2020)

Annex 1

Body text font for web

Open Sans regular

Primary headline font for web & print

Bigger headlines (18 px and bigger)

Bebas Neue regular

Secondary headline font for print

If Bebas Neue is not available or if
headline is smaller than 18 px

Verdana Bold

Body text font for print (primary)

Verdana regular



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