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## ARETE – DELIVERABLE (D7.10)

### WP7 - D7.10 Website and Social Media- UPDATE 2

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<sup>1</sup> Nature:

R = Report, P = Prototype, D = Demonstrator, O = Other

Dissemination level

PU = Public

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## Document History

Version	Date	Description
0.1	01/10/2021	(VICOM) Website and Social Media - UPDATE 2
0.2	25/10/2021	Comments from the Consortium included
0.3	28/10/2021	Last version ready for submission

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## Executive Summary

This Deliverable D7.10 namely “Website and Social Media-UPDATE 2” presents the updated results of the strategy, roadmap, and timeline for the activities and tasks related to promoting the ARETE Project branding. This includes the overall updated plan for 2021 as well as the results of the Social Media and Website.

Activities also include the use of collaborative and communications tools (e.g. blogs, etc.), as well as communications on traditional channels, social channels and networks. According to the plan and activities introduced, all consortium partners will utilise outreach opportunities to demonstrate the project results and promote outreach opportunities.



## WP7 Dissemination, Exploitation & Communication

### New leadership

From January 2021, the leadership of WP7 was taken over by VICOMTECH. CLB passed on a handover with clear guidelines on how the Communication, Dissemination and Exploitation had been approached from November 2019 to December 2020.

From January 2021 on, a change in the strategy of communication and dissemination has occurred, as it will be stated in this report, and a short summary can be found below in table 1:

Media	2019-2020	2021 on
Website	Blog content published on a weekly basis	Blog content published twice a month
Twitter	Content published by partners and retweeted from ARETE	Content published by WP7 leader in the ARETE account and retweeted by partners
LinkedIn	Content created by partners	Content created by WP7 leader
Facebook	Content created by partners	Content created by WP7 leader

### Website

In order to adapt to the different needs that the project has had, the website has gone through several changes from the beginning of 2021.

The previous Pilot section has been transformed into the Training Platform section, and the Pilot section has been populated with new content, as it will be further explained below:



Figure 1 Website sections' caption

### Slider<sup>2</sup>

The appearance of the main page has been used to promote the Open Calls for teachers too and has been therefore changed when the main need of communication was the enrolment of teachers for the Open Calls.

<sup>2</sup> <https://www.areteproject.eu/>



Figure 2 Slider promoting the Pilot 1 and 2 Open Calls

### Pilots section<sup>3</sup>

Due to the need to widely communicate the Open call for teachers, a dedicated area was opened, to maximise the impact of the communication and with the aim of being more findable when promoted in the social media. Therefore, when social media followers clicked on the link provided, all the relevant information could be found at once and the registration link could be found easily too.

### Training platform section<sup>4,5</sup>

The former Pilot section was renamed as the Training Platform, and it has been enriched with the content relevant to each of the Pilots. Since the deployment of the Pilots 1 and 2 has started, content has already been uploaded, such as the user guides and the video tutorials to use the mobile applications.

### Dissemination section

The Dissemination section has also been changed. Due to our commitment with Open Science and to the need to count the downloads of the different available documents, internal links have been removed and replaced with links to the Zenodo Community<sup>6</sup> that has been created.

<sup>3</sup> <https://www.areteproject.eu/pilots/opencallpilots12/>

<sup>4</sup> <https://www.areteproject.eu/trainingplatform/pilot1/>

<sup>5</sup> <https://www.areteproject.eu/trainingplatform/pilot2/>

<sup>6</sup> <https://zenodo.org/communities/augmented/?page=1&size=20>



Figure 3 ARETE Logo in the Zenodo Community

In this community, all public deliverables, brochures and other dissemination material created within the ARETE project have been uploaded, and can be freely previewed and downloaded:

July 29, 2021 Project deliverable Open Access

D5.1: Analysis of PBIS Requirement for ARETE

ARETE

10 views      13 downloads

[See more details...](#)

Figure 4 View and Download count view in Zenodo

**Publication date:**  
July 29, 2021

**DOI:**  
DOI [10.5281/zenodo.5167362](https://doi.org/10.5281/zenodo.5167362)

**Communities:**  
[H2020 ARETE Project](#)

**License (for files):**  
[Creative Commons Attribution 4.0 International](#)

Figure 5 DOI and Licensing information from Zenodo

## News & events

The News section has suffered an internal change too. The frequency of the blogposts has been reduced to two publications per month with the purpose of ensuring the quality of our outputs. At the beginning of the year, a calendar was established for all the partners (see Figure below) and all blogpost drafts were written beforehand so that non-related events (such as the delay of a deployment, a medical leave or a public holiday in one of the countries) would not prevent the blogpost from being published.





	Author	Topic
01-feb	UCD	xAPI Profiling for XR activities in Educational Systems
15-feb	CB	Augmented Reality: helping Autistic Spectrum students to reach their milestones
01-mar	WWL	Exploring Technology Based Literacy Programmes
15-mar	SVU	Adapting PBIS to an Online/Hybrid Education Context
29-mar	ULEIC	AR questionnaires - Still looking for input!
05-apr	CNR	Augmented Reality to support teaching and learning of behavioural routines
19-apr	UNW	The Evaluation of Student Motivation in Augmented Reality Learning Environments
03-may	OU	Mirage XR Augmented Reality App tested at OU
19-jul	EUN	ARETE Pilot 1 and Pilot 2: Results of Open Calls
17-may	VICOM	The benefits of multi-user interaction in AR applications for education
07-jun	UCD	Demonstrating affordances and building curiosity through ARETE interactive design
21-jun	CB	Augmented Reality can help students with dyspraxia find stability
05-jul	WWL	How AR may impact on learning literacy skills for students with Neurodiversity
02-aug	SVU	The Development of Behavioural Expectation Lessons for Positive Behaviour Interventions and Support (PBIS) Supported by Augmented Reality for ARETE
16-aug	ULEIC	Final Results from the ARETE questionnaires on AR experience
06-sep	CNR	xAPI Profiling for monitoring Interaction with AR objects on the teaching and learning practices of the positive behaviour.
20-sep	UNW	How to Systematically Assess Teachers' Opinions on Augmented Reality Interventions
1-nov	OU	Mirage XR augmented Reality App tested at OU
05-oct	UCD	AR educational systems and Ethics
18-oct	EUN	Pilots Deployment
04-oct	VICOM	Literature review of the multi-user interaction in AR applications for education
15-nov	UCD	Current problems with XR Authoring toolkits
21-nov	VICOM	An architecture for web-based multi-user collaborative AR-based application for education
06-dic	CB	Incorporating Augmented Reality into the classroom to help dyslexic students
20-dic	WWL	How AR may impact on learning literacy skills for students with Neurodiversity

Figure 6 Blogpost calendar for 2021

The same strategy will be followed until the end of the project, which allows both to ensure timely publications twice a month and the publications in social media twice a week.

### Privacy and Cookies Policy

As Pilots 1 and 2 have been deployed, mobile apps have been published in different app stores and the corresponding privacy notices have been linked in the Privacy Policy section of the ARETE Website.

The Privacy Policy for Pilot 1 can be found here: [https://wordsworthlearning.com/app\\_privacy\\_policy](https://wordsworthlearning.com/app_privacy_policy)

And the Privacy Policy for Pilot 2 can be found here: <https://www.areteproject.eu/t4media/Pilot%20%20ARETE%20Privacy%20Policy%20for%20apps%20Ostores.pdf>



## Website Analytics

To analyse the performance of the communication, Google Analytics is used. Between November 2020 and February 2021 Analytics have not been gathered due to a cookie policy change, but ever since data is being collected again.

Below the main metrics can be found:

Users	Sessions	Bounce Rate	Session Duration
6.2K	9.2K	67.76%	1m 38s



Figure 7 Users, sessions, bounce rate and session duration by Google Analytics

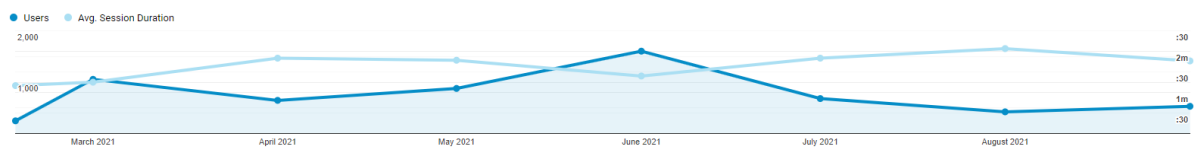


Figure 8 Users and average session duration between February and September



Country	Users	% Users
1.  United States	657	11.66%
2.  United Kingdom	478	8.48%
3.  Ireland	470	8.34%
4.  Italy	427	7.57%
5.  Greece	369	6.55%
6.  Turkey	339	6.01%
7.  Spain	298	5.29%
8.  Netherlands	296	5.25%
9.  Finland	246	4.36%
10.  Germany	162	2.87%

Figure 9 Users per country between February and September

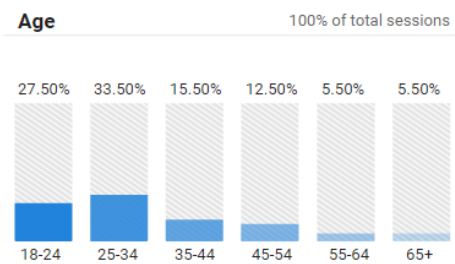


Figure 10 Age of the users between February and September

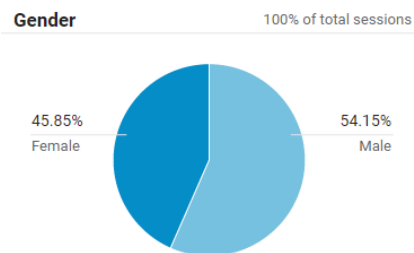


Figure 11 Gender of the users between February and September



## Social media

As aforementioned, a change of strategy was planned at the beginning of the year and presented to the partners. This change of strategy included the fixed content for every month as the minimum to be posted, as can be seen below:

Blog	Posts twice a month	Content creation: all partners Content publication: VICOM
SM: Facebook, Twitter, LinkedIn	Posts twice a week	Content creation: VICOM All partners to suggest extra content.

Therefore, according to the new strategy, all partners have to contribute to content creation for the blog, and that will be the main source for the content of the social media. However, every time that an event, conference or workshop is held, extra content creation is encouraged and posted. Partners are also encouraged to be active in the social media and to interact with the accounts of the ARETE project.

### Social Media Marketing KPIs:

The KPIs set in the Grant Agreement are the following, and compliance with the KPIs can be seen in green in the table below:

*Table 1 KPIs as per the Description of Action*

	Year 1	Actual Year 1	Year 2	Actual Year 2
Twitter (posts)	300	>550	550	>900
Twitter (followers)	100	>100	200	>250
LinkedIn (news)	50	>120	100	>150
LinkedIn (connections)	40+	>80	80+	>150
Facebook page	Min 5 posts/month - +100 likes	>12/month	Min 5 posts/month - +200 likes	Min 8 posts/month +25 likes
YouTube channel (videos)	2	14	5	19

Also, in the Description of Action, particularly in section 2.2.1.7, some Impact Dissemination Target Measures are established. While measures 1, 2, 4, 5, 6, 7, 8, 11 and 12 will be analysed in D7.8 in M28, the remaining measures can be seen below, with compliance marked in green:



Table 2 Impact Dissemination Target Measures

No	Dissemination measures	Period 1	Actual Period 1	Period 2	Actual Period 2
3	No. of videos	3+	14	6+	19
9	No of news published in the website per year	5+	68	10+	24
10	No of visits to the website per month	At least 50 visits/month +2 min	No info available	At least 100 visits/month +2 min	+800 users/month 1m38s

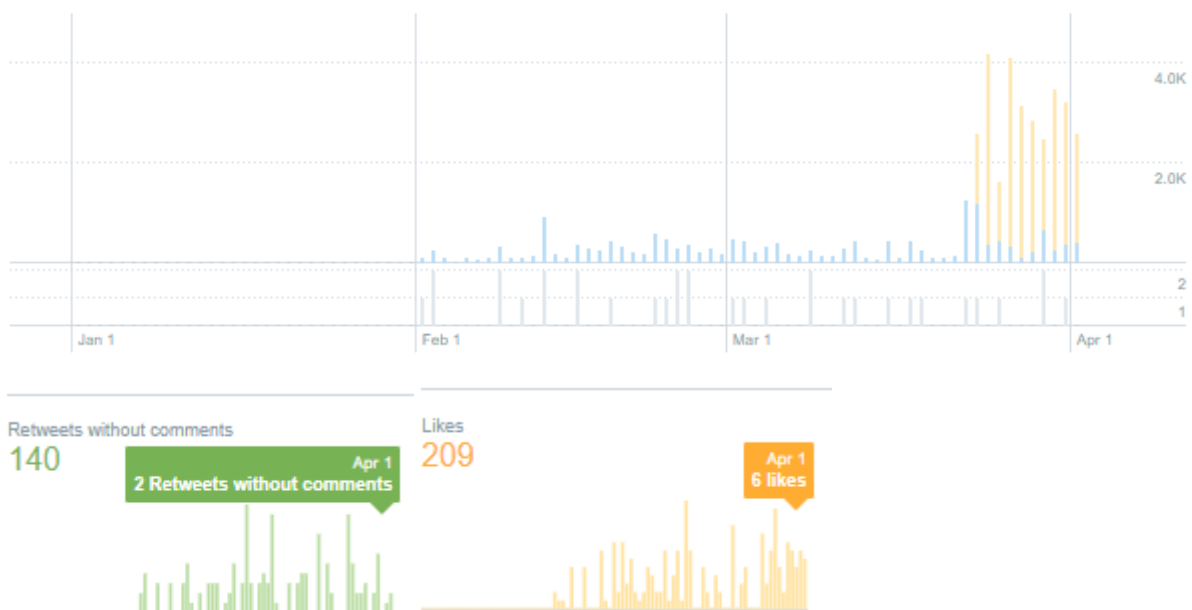
As can be seen from these KPIs, only Facebook posts likes are not complied with from Table 1; for which purpose an open page has been created, so as to gain reach and that the information can be openly visible without needing access permission to the content. As for Table 2, session duration is the only KPI that has not been fulfilled; however, if analysed on a monthly basis as shown on Figure 8, the tendency towards the 2-minute session can be seen; and that will be worked upon until the end of the project by creating quality blogpost content and Social Media content linked to those blogposts.

### Twitter

The ARETE Twitter page has grown since the beginning of 2021. Creating all the content from the same source allows Twitter users to follow us to find all the relevant information about the project, growing from 168 followers in January to 282 by October 2021. The current number of tweets is 920 as of M24, thus fulfilling all the related KPIs. Below the Twitter analytics per 3 months period:

#### January-March

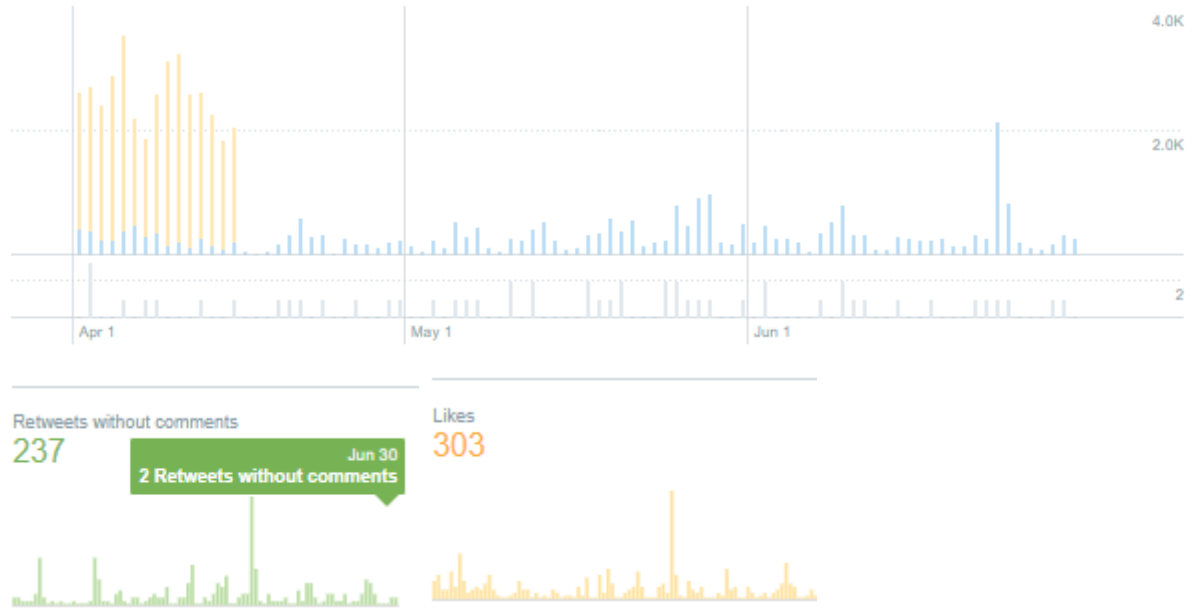
Your Tweets earned **44.2K impressions** over this **91 day** period





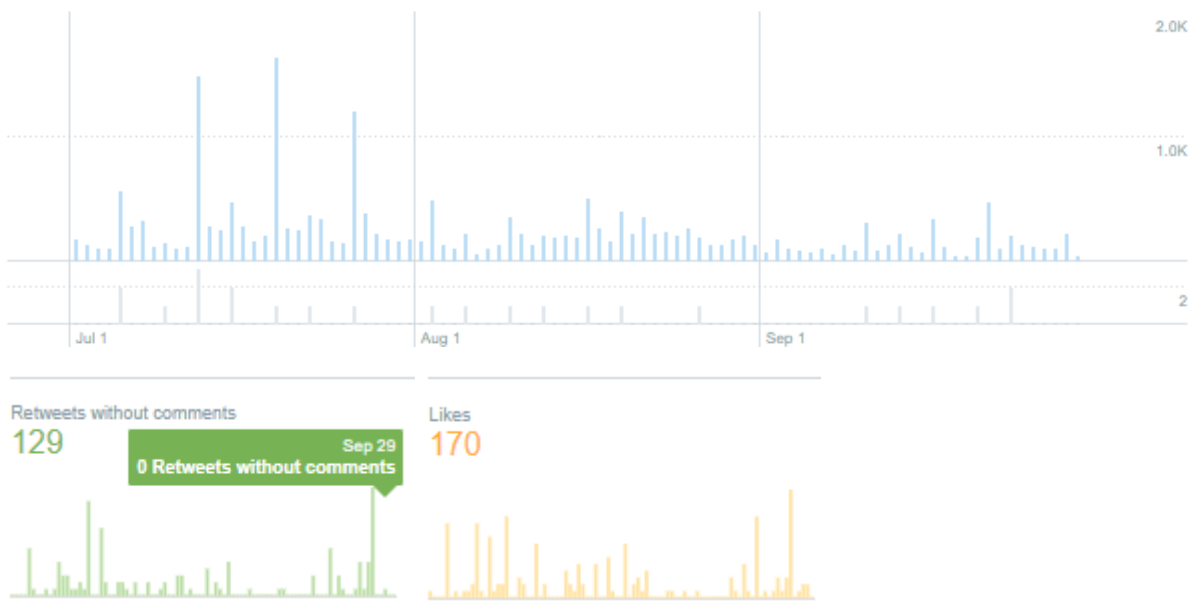
*April-June*

Your Tweets earned **62.5K impressions** over this **91 day** period



*July-September*

Your Tweets earned **21.7K impressions** over this **91 day** period





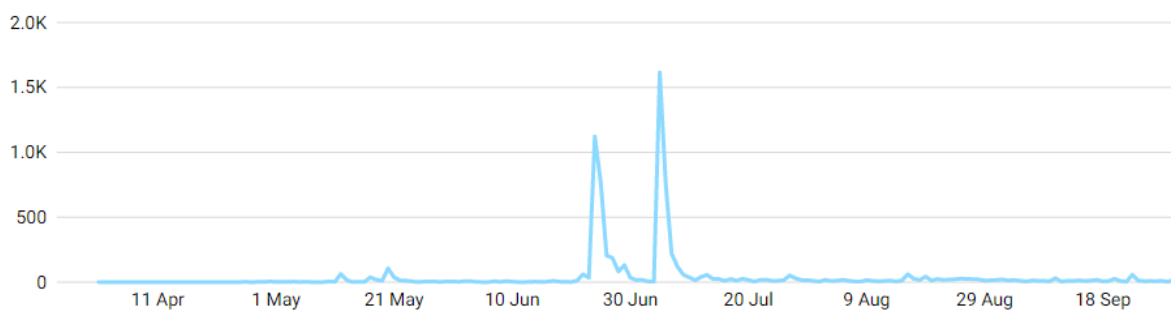
## Facebook

As part of the communication strategy change, it was considered among all the partners that a Private Group may not fulfil the aim of widely communicating the work carried out in the project. Therefore, a new, open page was opened in April 2021 with the name of @ARETEducation.h2020<sup>7</sup>, and following the same aesthetics that the previous Facebook Group.

Below the information about the impact of the Facebook Page:

Facebook Page reach ⓘ

6,240 ↑ 69.2K%



Facebook Page likes ⓘ

28

## LinkedIn

A LinkedIn page was created to spread the communication on a more professionally aimed networking site, following the same aesthetics as the other social media channels. The channel can be found with the name ARETE Education, and it counts with 180 publications and 168 followers so far.

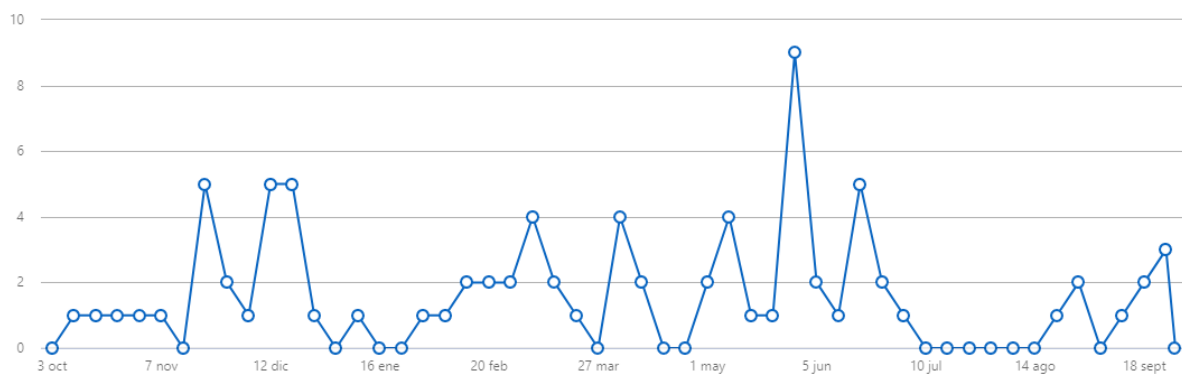


Figure 12 Follower evolution in LinkedIn

<sup>7</sup> <https://www.facebook.com/ARETEducation.h2020>



The same content as in Twitter and Facebook is posted in this page, and the impressions for this period can be seen below:

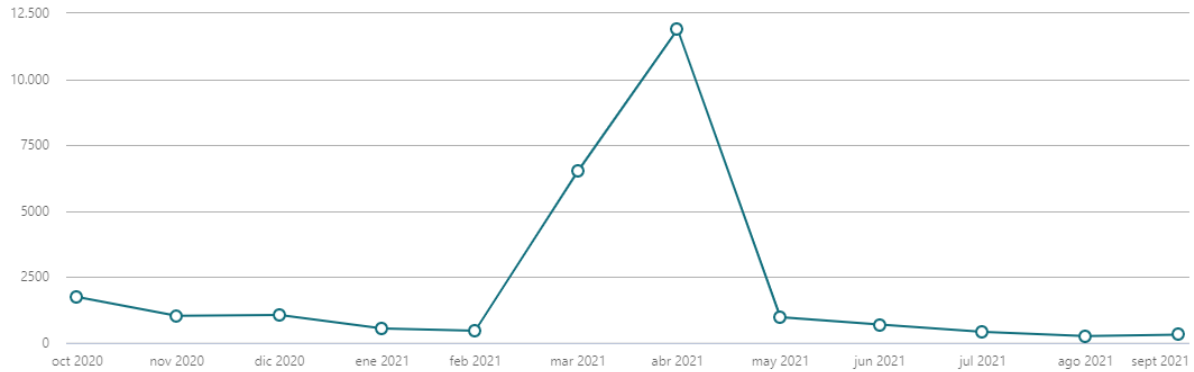


Figure 13 LinkedIn post impressions from Oct 2020 to Sep 2021

#### Top job functions

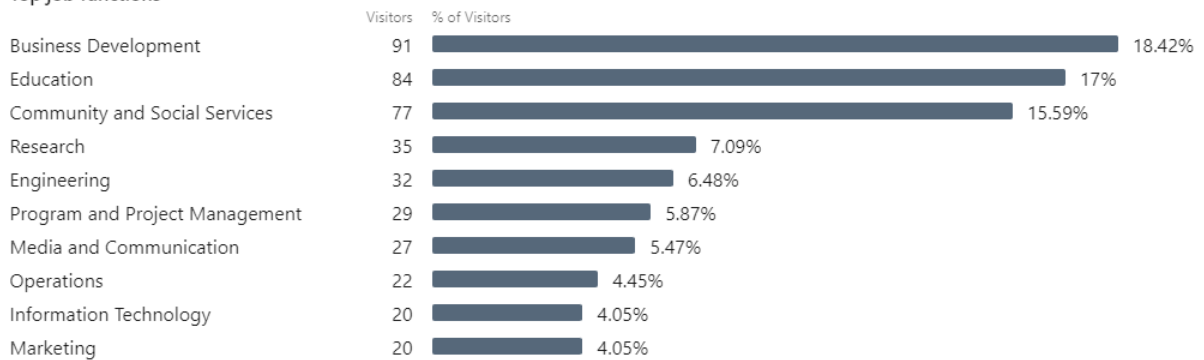


Figure 14 Top job functions for LinkedIn page visitors

## YouTube

YouTube channel has been used to communicate the work that is being done, and particularly to promote the Open Calls for teachers, for which purpose EUN developed high-quality videos that were findable in the YouTube channel of the ARETE project:



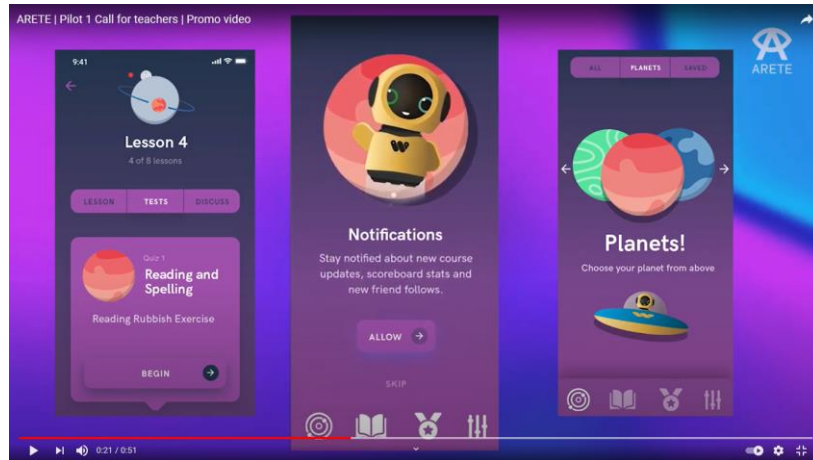


Figure 15 ARETE Pilot 1 promo screenshot



Figure 16 ARETE Pilot 2 promo screenshot

Moreover, tutorial videos have been uploaded to ease the Pilots' deployment and can be also found in the Training Platform section:

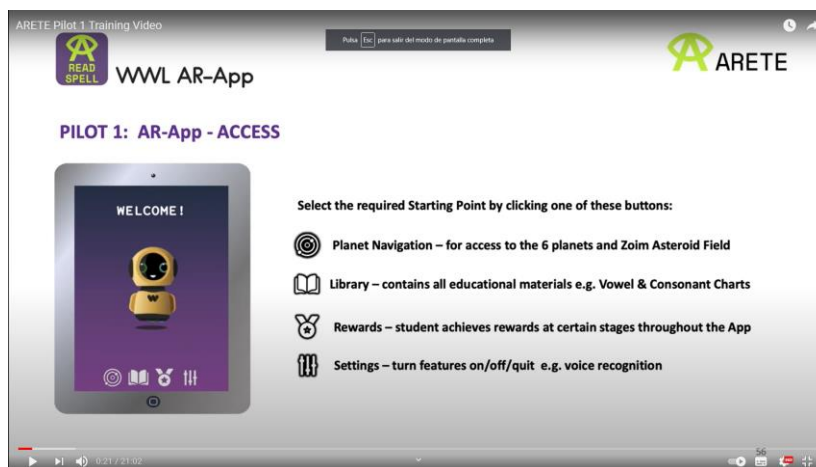


Figure 17 ARETE Pilot 1 tutorial screenshot

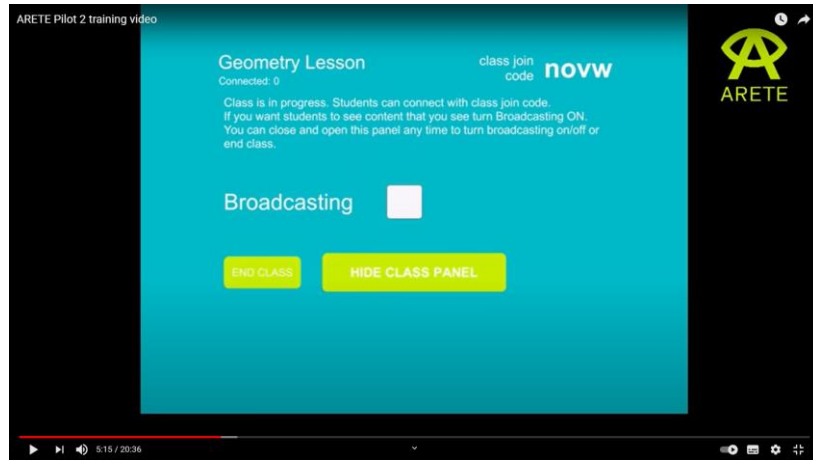


Figure 18 ARETE Pilot 2 tutorial screenshot

The ARETE YouTube Channel currently counts with 31 subscribers and 19 videos, and the main analytics for the channel can be seen below:

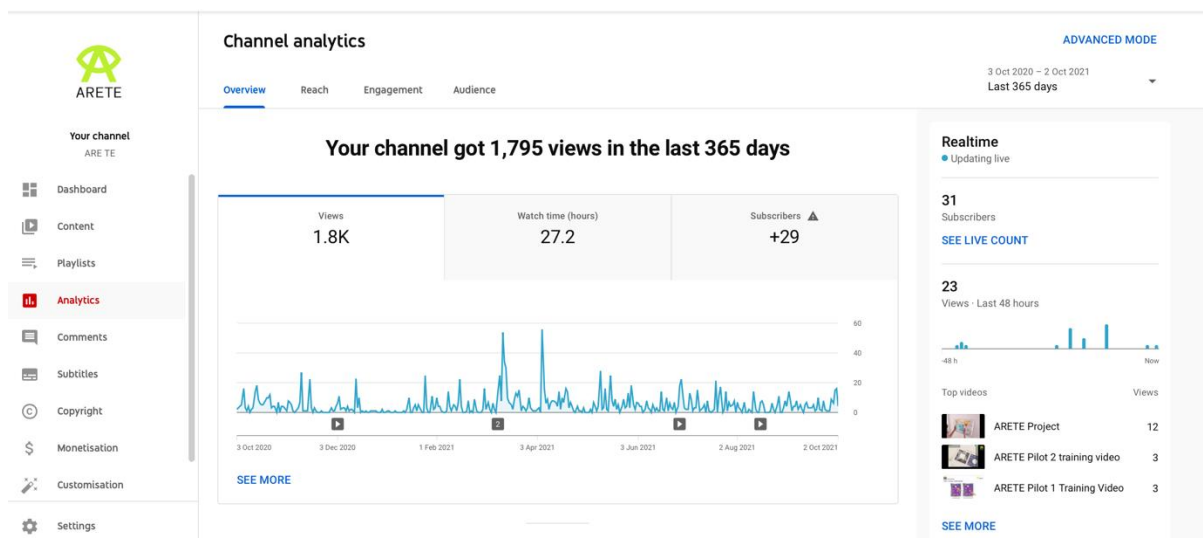


Figure 19 YouTube channel analytics

## Dissemination materials

Given that no face-to-face events have been held between M13 and M24, no more dissemination materials have been developed. However, in sight of the upcoming events, a new banner and a roll-up are currently being designed, which include the new logos and follow the branding guidelines mentioned in D7.9.



## Conclusions

The aim of this deliverable has been to show the evolution in the communication strategy during 2021, and how the different tools used have evolved accordingly. During this second year of the ARETE project, an identity was established and a widespread message was aimed, in order to have a wider audience. The results show that a more centralised creation of the content has resulted in a major growth of followers and wider reach of the message, and this same line will be followed until the end of the project.