SILKNOW

D8.2. SILKNOW website and social media accounts

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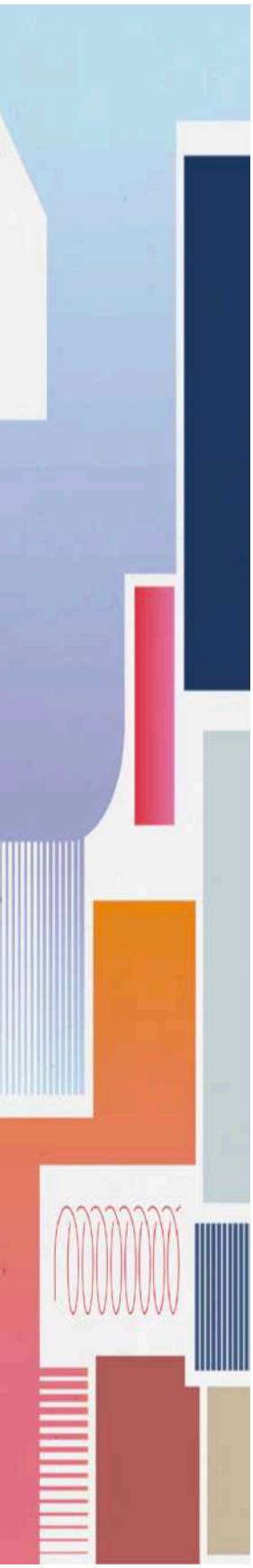

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List of acronyms	
GA	Grant Agreement
EU	European union
DEM	Dissemination & Exploitation Manager
UVEG	Universitat de València Estudi General
WP	Work Package

Table of contents

1. INTRODUCTION 4
2. WEBSITE 4
   2.1. Technical infrastructure 5
   2.2. General Layout 5
   2.2.1 Home 6
   2.2.2 About 6
   2.2.3 Results 7
   2.2.4 Resources 8
   2.2.5 News & Pressroom 8
   2.2.6 Contact us 9
3. SOCIAL MEDIA 9
   3.1. Twitter 10
   3.2. Facebook 11
   3.3. Instagram 11
   3.4. YouTube 12
   3.5. LinkedIn 12
4. WORKFLOW 12
5. CONCLUSIONS AND NEXT STEPS 13

The present deliverable describes SILKNOW's website and social media accounts as well as the internal workflow for their execution. These tools are key to disseminate and communicate the project's goals, activities and results to different audiences. This deliverable corresponds to WP8 led by UVEG.

1. INTRODUCTION

The present deliverable "D.8.2 SILKNOW website and social media accounts" presents the project's online communications channels created during the first three months of the project lifecycle. The deliverable is organized in five sections dedicated to the description of the website (both in content and technical infrastructure), the social media accounts and the general workflow. Images on this deliverable respond to the current state of SILKNOW's website and social media accounts, however they will be updated during the whole project.

Also, being aware of the GA article 38.1.1 "Obligation to promote the action and its results", SILKNOW will use both its website and social media in order to communicate and disseminate its results to multiple audiences (see GA article 38.1.1). Finally, we have taken into account the GA article 38.1.2 regarding "Information on EU funding – Obligation and right to use the EU emblem", the EU emblem has been placed together with the text "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 769504" on the website.

2. WEBSITE

The SILKNOW website is the main tool for the external dissemination and communication of the project results, as it displays the project's results, news, events and publications, among others, and will be the basis of its communication. It was developed during the first three months of the project and will be modified throughout the entire project duration. It can be accessed from the URLs: http://silknow.eu.

In a nutshell, the SILKNOW website will:

- Provide an effective description of the project and its work packages.
- Present the entire consortium together with the researchers behind SILKNOW, as well as the main stakeholders associated to the project.
- Present the project's results and overall progress.
- Deliver and communicate news and events related to the project.

- List and give access to scientific publications.
- List a series of related resources.

2.1. Technical infrastructure

SILKNOW website was created with the open-source content management system WordPress, and it is held at the Universitat of València servers in Spain. WordPress was selected because of its accessibility and ease of use, in order to be maintained by the DEM.

The website server is running on an operative system Linux (Centos 7.5). The hardware is rack server with Intel Xeon Processor E3 1240 (8,7 Ghz), with two hard disks (4 TB) mirroring mounted.

It is important to mention that this website is responsive, so it can be viewed from any device, it fulfils the AA level of the Web Accessibility Initiative. It also is quite indexable, simple and visual.

2.2. General Layout

The layout of the website reflects the corporate image of the project through the representative colours, a clean and functional design and the official logo. The website has a common layout that consists of the following elements:

- **Header**: including the logo and motto of the project, it contains the main navigation menu that enables to browse through the various pages of the website.
- **Main content area**: presentation of the specific page's information.
- **Footer:** provides the information regarding the project's funding by the European Union's Horizon 2020 program. During 2018, the logo of the European Union is also displayed together with the logo of the European Year of Cultural Heritage. Finally, some icons link to all the social media channels of the project.

The website content structure is:

- Home
- About
    - Project
    - Partners and stakeholders
    - Team members
    - Work packages

- Results
- Resources
- News and pressroom
- Contact us

2.2.1 Home

The homepage summarizes what SILKNOW is. It has a slider that will change according to different events, results and publications during the project. It has a number of icons that direct website visitors to SILKNOW social media pages.

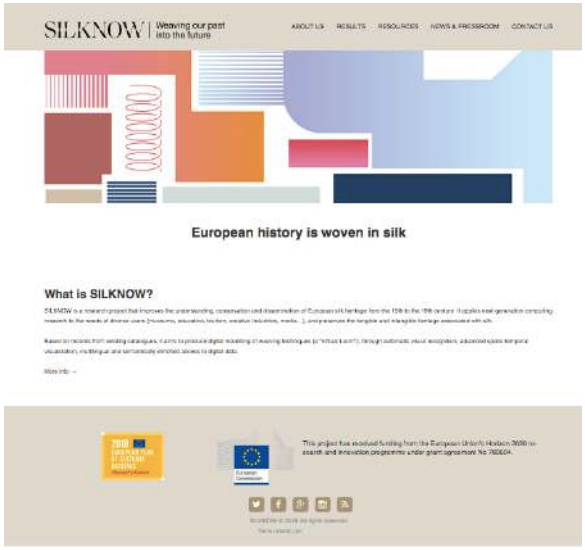

Figure 1. Homepage.

2.2.2 About

This page provides the rationale behind the project. It presents SILKNOW, why silk was chosen and its importance as European cultural heritage. Finally, it shows the project main goals.

This section includes a menu with the following:

- Partners and stakeholders. This page is subdivided in two sections. First, it showcases the partners' logos, that link to their websites. Second, a section will include all the project stakeholders that will participate on it, such as museums, design schools, etc.
- Team members. This section is made to demonstrate the calibre of specialists' researchers and practitioners who are working in SILKNOW.
- Work packages: A brief description of each work package and the interrelation among them.

Figure 2. About.

2.2.3 Results

This section includes a menu with the following pages:

- Publications. It lists the articles and papers published by the SILKNOW consortium memberrs. Each publication is further described with its abstract and by providing the link to access its content.
- Deliverables. In this area the public deliverables will be accessible as downloadable PDFs.

Figure 3. Results.

2.2.4 Resources

This section lists various links related to silk heritage and ICT.

Figure 4. Resources.

2.2.5 News & Pressroom

This page will collect news, events and press enquiries. In order to clarify this section, it is subdivided in three parts. The News & Events subsection is aimed to communicate SILKNOW activities, past and future events, achievements, etc. This section also reports on conferences and events attended by SILKNOW consortium members. The Media kit section is intended to be the repository for all other dissemination documents, such as newsletters, leaflets, posters, press releases, media advisories, etc. Finally, "SILKNOW in the Press" section shows the newspapers articles where SILKNOW appears.

Figure 5. News & Pressroom.

2.2.6 Contact us

This area allows the visitor to contact the communications officer, through a contact form our visitors can use in order to send messages requiring information or other requests.

Figure 6. Contact us.

3. SOCIAL MEDIA

SILKNOW has established accounts at various social networking services, such as Twitter, Facebook, Instagram, YouTube and LinkedIn as additional communication tools. A social media strategy has been devised in order to maximize the project's outreach to stakeholders and the public. It has taken into account Horizon2020's guidelines on the matter (http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf).

This strategy can be summarized as follows:

- Key objectives. To expand, strengthen and increase SILKNOW digital presence. Using social media gives an opportunity to publicize SILNOW's mission and activities, as well as to increase its global presence by reaching out a broader audience.
- Target identification. SILKNOW has established primary and secondary audiences, being silk practitioners (museums, conservators, SMEs related to silk, people with interest in silk) our primary audiences. Other research consortia, mass media focusing on technology and fashion news, scientific communities and publishers, and the general public will be our secondary audiences.
- Team roles. Miss Mar Gaitán from UVEG will be in charge of these social media accounts under the direct supervision of the DEM. Also, the campaigns planned in coordination with the IC will be coordinated by direct collaboration of both teams and under the supervision the DEM.

- Content. SILKNOW social media accounts are intended as channels of two-way communication, hence open discussions, debates, feedback request, etc., will be promoted within the social media channels mentioned before. Content during the beginning of the project will be generally related to silk European history and its conservation; as the project advances, results will be communicated through these channels.
- Brand and policy documents. A communications toolkit has been prepared for internal use explaining what hashtags the consortium should use when it mentions SILKNOW, its policies, etc. English will be the general language; however, it is planned to use different languages according to the events SILKNOW is promoting (e.g. in Italian for an Italian event)
- Metrics. The Social Media accounts will be monitored evaluating number of posts, replies, followers, tweets/retweet, in order to constantly improve or re-asses the planned strategy. SILKNOW will use Facebook Insights and Twitter Analytics.

3.1. Twitter

Twitter provides a global stage to communicate SILKNOW activities and results; it also allows to engage with key stakeholders such as H2020 Twitter accounts. In order to ensure that content is relevant and up-to-date, the Twitter account's administrator has set up Google alerts to keep abreast of news related to silk heritage on a global scale.

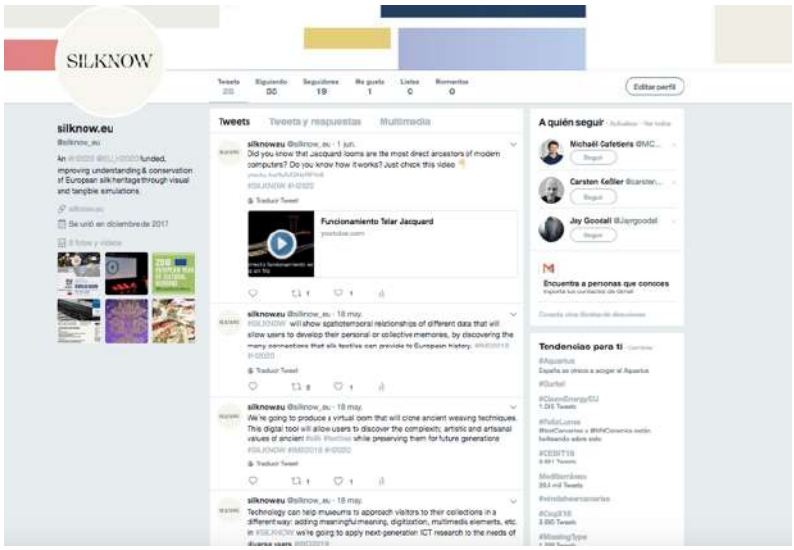

Figure 7. Twitter: @silknow_eu

3.2. Facebook

Facebook is used to raise awareness about SILKNOW activities and more general information related to silk heritage. As it happens with Twitter, the Google alerts will serve to keep track of silk news.

Figure 8. Facebook: SILKNOW

3.3. Instagram

Instagram is especially used to raise awareness about silk heritage and SILKNOW activities, both globally and regionally, in a more visual way.

Figure 9. Instagram: silknow.eu

3.4. YouTube

YouTube is an online video-sharing platform, widely known and used for many different purposes, from entertainment to professional and business related. SILKNOW has created an account where videos will be upload as they are created.

Figure 10. YouTube: SILKNOW

3.5. LinkedIn

LinkedIn is a platform for business-oriented social networking services. It will enhance the communication with specific target groups such as conservation and ICT professionals.

Figure 11. LinkedIn: SILKNOW

4. WORKFLOW

The DEM will be the responsible of these tasks, while the executer will be the communications officer from UVEG. If any partner wants to post any event, activity, communication, etc., in the official channels from SILKNOW, he or she should send images and text to the web and social media manager, so she can approve it before posting. While if any partner is going to post any activity in their

own social media channels, he or she should always mention the SILKNOW social media account and use the hashtags: #SILKNOW and #H2020.

5. CONCLUSIONS AND NEXT STEPS

This deliverable aims at presenting the current version of the website and the social media presence of the project in the first three months of the project's lifetime. It also provides a description of its structure, sections and contents while we outlined the social media channels that are currently running.

At the time of writing of this document, both the SILKNOW website and social media are already capable of providing the information before mentioned, and they will continue to grow as the project advances in order to provide more information to visitors. Their main purpose is to promote SILKNOW brand, objectives, messages, activities and results as they are used as channels for communications.

Next steps include:

- Keep editing the website throughout the project's lifecycle.
- Enrich the social media accounts with relevant news of the project.
- Use both the website and the social media accounts as tools to raise awareness on European silk heritage.
- Promote the liaison between ICT and social sciences.

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