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Deliverable 10.1

TERMINET web site, social network pages and open access server

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Acronyms

Acronym	Explanation
PHP	Hypertext Preprocessor

Executive Summary

The current document presents the website and the social media accounts that were created and will be used as the main channels to disseminate and communicate the project news, results, and achievements.

The website is available at the following address: <https://terminet-h2020.eu/>. The website has been designed to be professional, market facing, crawlable, responsive. It contains information about the project, its objectives, the challenges, and the use cases. It will be updated throughout the project with updated information about the project, news, events, and dissemination material.

A twitter account was created using the name *@Terminet_H2020*.

Finally, a LinkedIn account was created that will be used to post all project news. The link to the account is the following: <https://www.linkedin.com/company/69758324>

The purpose of the document is to validate the creation and basic structure of the website and the creation of the social media accounts. Possible modifications and improvements might be identified in future to address any needs not identified at this stage of the project.

1. Introduction

1.1 Purpose of the Deliverable

This is the first deliverable coming out from WP10: Dissemination, Exploitation and Clustering Activities, and more specifically from task 10.1 Publicity, Dissemination, and Clustering Activities. It describes the creation of the main communication channels of the project that are the project's website and social media accounts.

The information presented in this deliverable is for reporting the successful setup and implementation of the communication tools. All these channels will be updated as the project progresses with new information such as: project news, events, main achievements, dissemination material, publications and public deliverables.

1.2 Relation with other Deliverables and Tasks

The information that will be used in the website and the social media channels will be gathered from all working packages of the TERMINET project.

1.3 Structure of the Document

The report is organized as follows:

- Section 2 presents the website: the technical description and its structure
- Section 3 presents the social media accounts that were created.

2. Project website

2.1 Introduction

The website will be the main tool for disseminating and communicating the project activities. Its main purpose is to inform the different stakeholders about the project and become an important source of information for them, both the general public and experts in the area.

All the news regarding the project will be published on the website, along with the produced dissemination materials such as flyers, posters, newsletters, etc. The TERMINET consortium will measure the number of visitors that the website has.

The site was created by INC and is hosted in the following address:

www.terminet-h2020.eu

The project will be available at minimum two years after the end of the project in order to ensure the sustainability of the project results.

2.2 Technical description

The WordPress content management system was used to create the website. WordPress is a free and open-source content management system based on PHP and MySQL and has been used for 35% of all websites [1].

The appearance of the website was built with a responsive approach. That means that the website appearance and structure adapt to the capabilities of the end user devices. In that way, both mobile users using a laptop or a tablet and users in desktop devices have the same experience of usage.

2.3 Structure

The website is divided into different parts:

- The main menu (header) at the top of each page
- The content area that all content is presented
- The footer area at the bottom of each page
- The right-side bar (available in some of the pages)

2.3.1 Main menu and navigation

The header (Figure 1) of the site contains four parts:

- The logo of the website
- The top menu with all the available pages
- Links for the social media accounts
- The search bar that access the search engine

Figure 1: Header of the website

2.3.2 Footer

The footer (Figure 2) of the site contains the following information:

- Acknowledgment to the funding of EU and disclaimer
- A bar that informs users about the cookie setting and the privacy policy

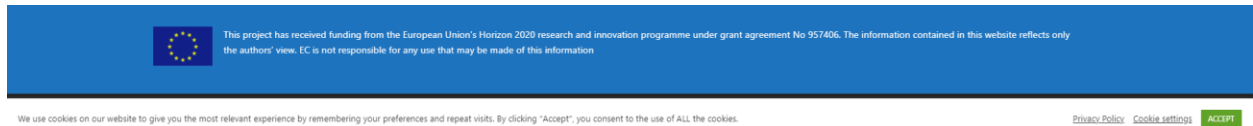


Figure 2: Footer of the website

2.3.3 Right-Sidebar

The right-sidebar (Figure 3) presents a form to subscribe to the TERMINET newsletter and a feed of the last activities through the projects Twitter account.

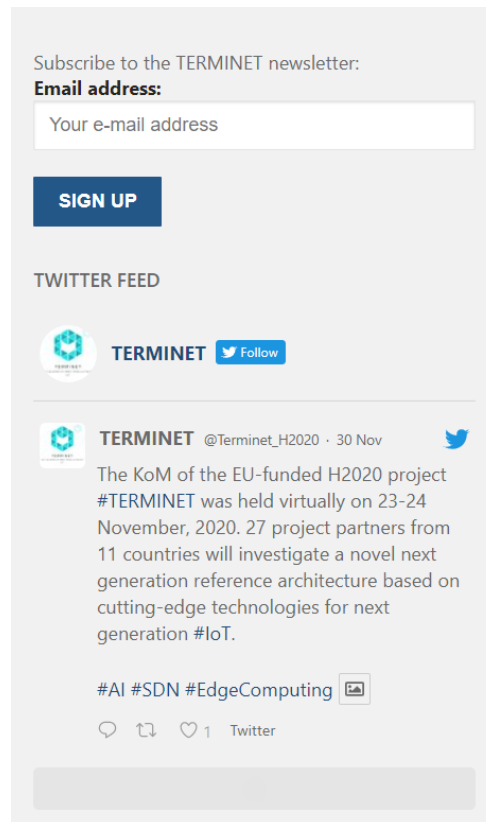


Figure 3: Right-side bar

2.4 Content Area

The website is organized in the following sections:

2.4.1 Home page

The home page is the landing page (Figure 4) that users see when they access the site. It contains a brief overview of the use cases, the objectives and the challenges of TERMINET.



Figure 4: Home Page

2.4.2 Outcomes

All the public deliverables and publications coming out of the project will be available through this section (Figure 5).

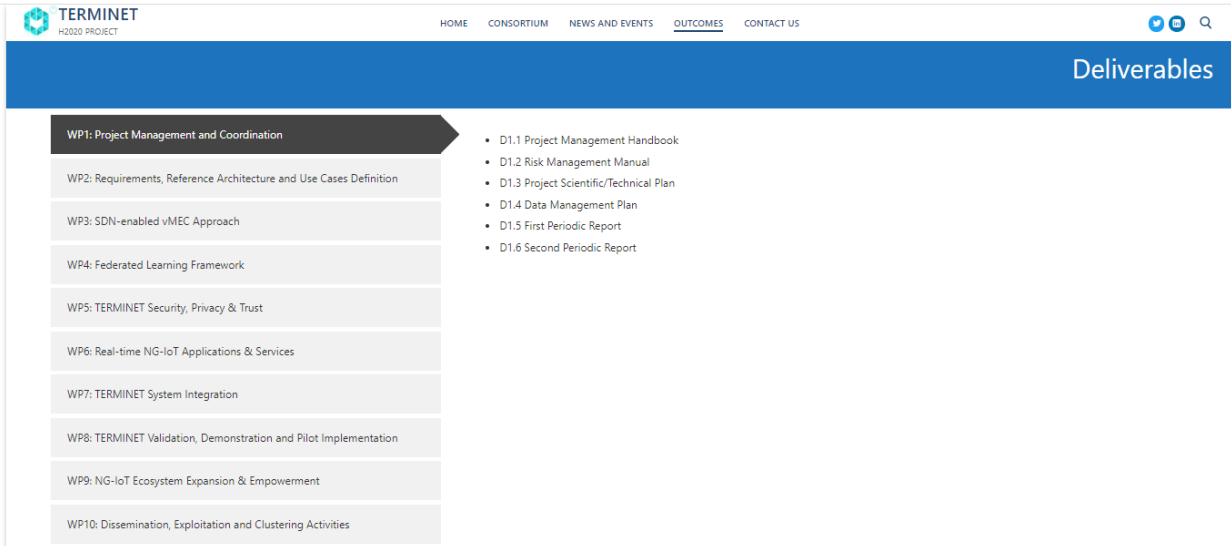


Figure 5: Public deliverables page

2.4.3 Consortium

This section (Figure 6) includes a short description of all partners of the TERMINET project.

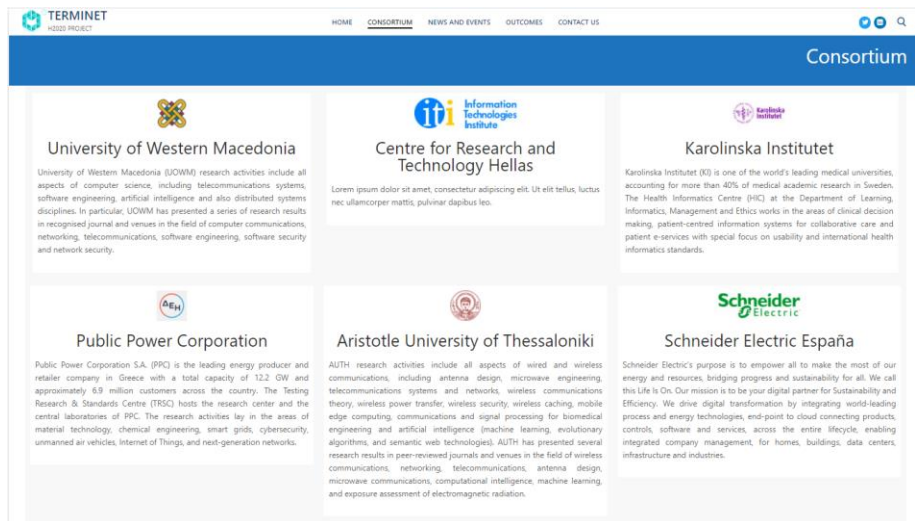


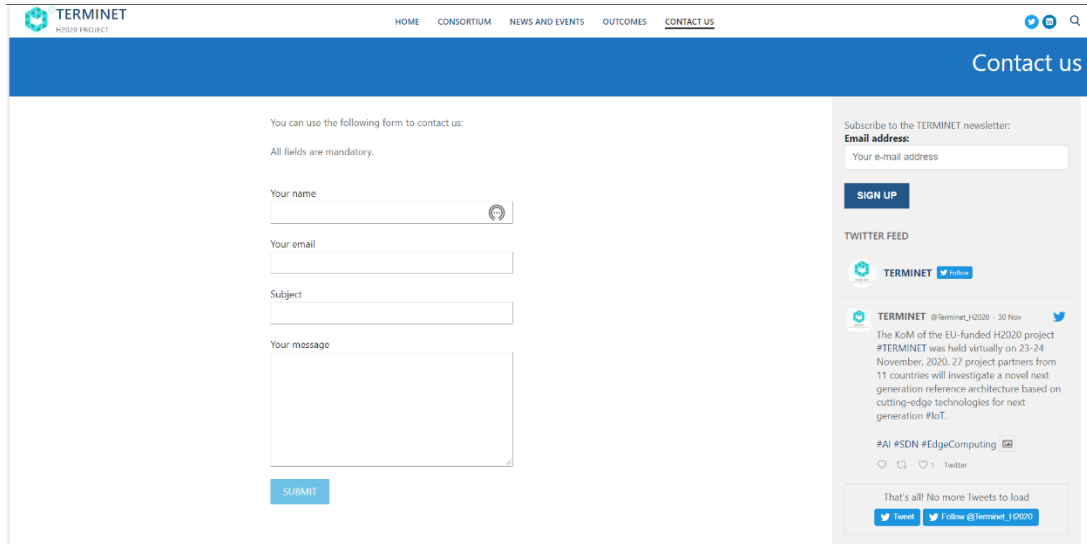
Figure 6: Consortium page

2.4.4 News and events

In this page, all news and events related to the project will be published.

2.4.5 Contact Us

It includes a form that users can contact the TERMINET consortium (Figure 7). Whenever the form is completed an email is sent to the info at terminet-h2020.eu account.



The screenshot shows the 'Contact us' page of the TERMINET website. The page has a blue header with the TERMINET logo and navigation links: HOME, CONSORTIUM, NEWS AND EVENTS, OUTCOMES, and CONTACT US. The main content area is white and contains a contact form with the following fields: 'Your name', 'Your email', 'Subject', and 'Your message'. A 'SUBMIT' button is located below the message field. To the right of the form, there is a newsletter subscription section with an 'Email address' input field and a 'SIGN UP' button. Below that is a 'TWITTER FEED' section showing a tweet from @Terminet_h2020 dated 30 Nov. The tweet text reads: 'The KoM of the EU-funded H2020 project #TERMINET was held virtually on 23-24 November, 2020. 27 project partners from 11 countries will investigate a novel next generation reference architecture based on cutting-edge technologies for next generation #IoT.' The tweet includes hashtags #AI, #SDN, and #EdgeComputing. At the bottom of the tweet, it says 'That's all! No more Tweets to load' and provides buttons to 'Tweet' and 'Follow @Terminet_h2020'.

Figure 7: About Us

3. Social Media

Social media will be used as communication tools complementary to the website, to enhance the dissemination and communication impact of the project. The social media accounts will be used to inform the audience about the project news, results, achievements and presence at events. All partners will support the project social media accounts through their own social media accounts.

A common identity has been adopted for the social media accounts using the same images, logos and descriptions in order to create a brand name for the project.

3.1 Twitter

The Twitter account will be used as an alternative communication channel to disseminate more quickly the news and achievements of the project. The account name is @Terminet_H2020 (Figure 8).

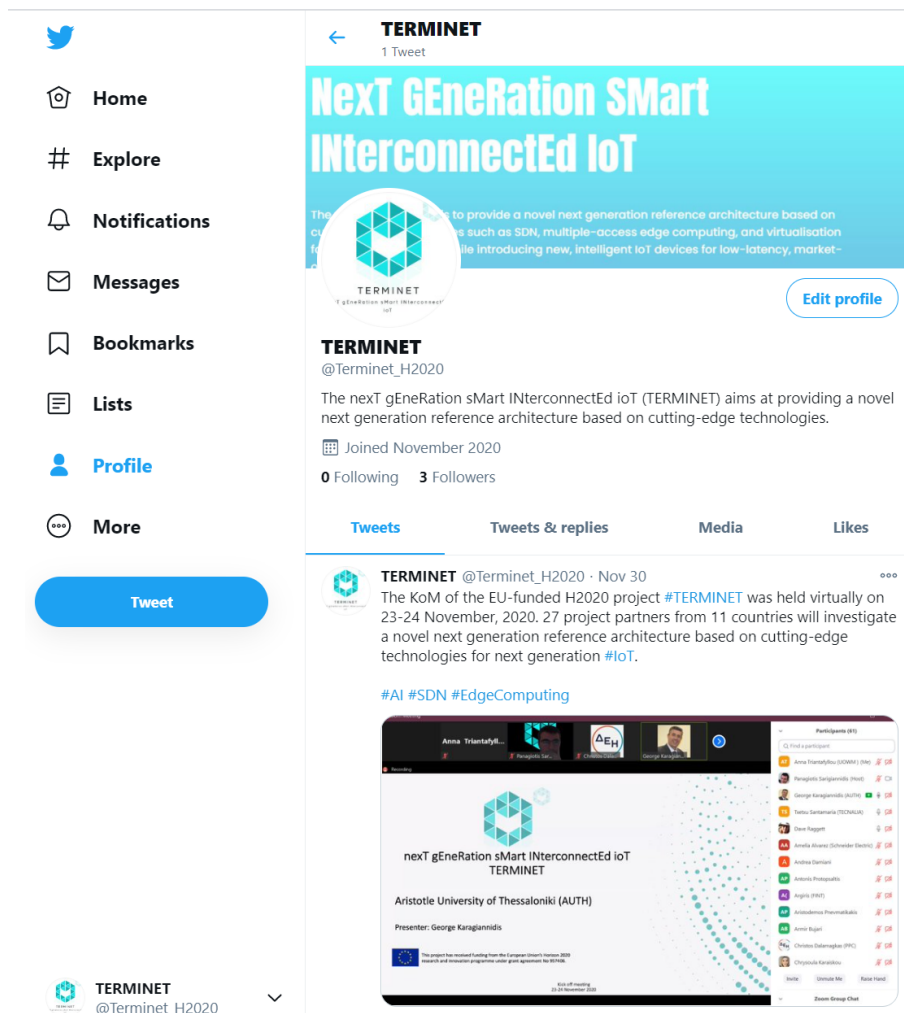


Figure 8: Twitter account

3.2 LinkedIn account

A LinkedIn account was created (Figure 9), that will be used to post all project news. The link to the account is the following:

<https://www.linkedin.com/company/69758324>

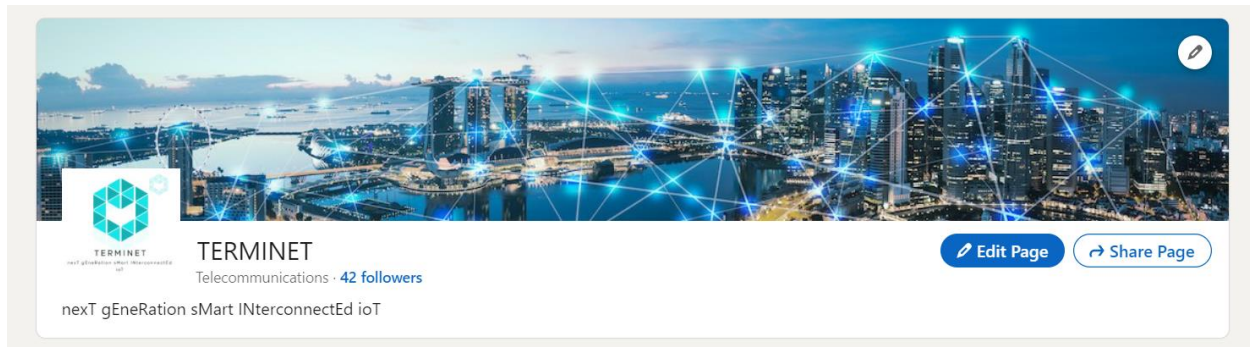


Figure 9: LinkedIn account

4. Conclusions

The aim of this deliverable is to validate that the public website and the social media accounts of the TERMINET project have been set up. The website presents information about the project and will be updated in order to meet the dissemination requirements reflecting the developments on the different use cases and work packages. The social media accounts will also be used to communicate news, events and outcomes of the project.

References

- [1] D. Rashty, "The Ultimate Guide to WordPress Statistics 2020 - A CreativeMinds Blog", CreativeMinds, 2020. [Online]. Available: <https://www.cmind.com/ultimate-guide-wordpress-statistics%E2%80%A8%E2%80%A8/>. [Accessed: 07- Dec- 2020].