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UNICORE

UNICORE: A Common Code Base and Toolkit for Deployment of Applications to Secure and Reliable Virtual Execution Environments

Horizon 2020 - Research and Innovation Framework Programme

D6.1 Website, Social Accounts and Advertising Material

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Start date of project	1 January 2019
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Confidentiality status	Public

Abstract

This document reports on the work extecuted to structure, produce and configure the communication tools for the UNICORE project. In particular, a project's website, social channels and platforms for open access to publications have been configured and described.

Target Audience

PUBLIC

Executive Summary

This report documents the website and the social channels established by the UNICORE project for disseminating and exchanging with the larger community technical information and project outcomes. The work of this first quarter includes the production of initial advertising material, i.e. a fact sheet, which has been produced to start disseminating UNICORE concept and core activities. Finally, this deliverable also reports planned communication campaigns using Mailchimp to create a subscribers mailing list and send newsletters with relevant content about the project progress, events and news. All in all, deliverable D6.1 marks the completion of the preparation of communication tools to be used by the project to disseminate its results via web presence, socials and platforms for open access to publications.

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1   Introduction

Communication and dissemination activities are key elements within UNICORE. A special effort has been made to create all the core communication channels for the project within the first three months.

All the activities fulfilled the objectives established by Task 6.3 Communication and Dissemination and also MS1.

All the communication tools reported in this document have been configured and initially loaded with project material and up-to-date information to ease awareness campaigns to be started in these initial months of activity.

This deliverable describes the website structure and how it will be used as a central point to communicate all the planned and performed activities as well as results.

It also describes the different social accounts that have been created, in parallel with the website development to implement a faster and more direct interaction with potentially interested parties.

In fact, through our spaces on **Twitter**, **SlideShare** and **LinkedIn** we intend to promote content-sharing and interaction at the same time that will favour engagement with the project.

2   Web Presence

The website is the main channel for dissemination of project information. A project identity has been created with the main objective to strengthen the projects communication and dissemination by allowing users to identify and distinguish UNICORE.

All the identity has been based on the UNICORE logo, that was designed before the start of the project and was already included in the proposal, being a key element to create the brand identity. The logo of the UNICORE project is shown in Figure 2.1.

Figure 2.1: UNICORE Logo

Based on the logos colours and typography, a uniform identity has been created to ensure that all communication and dissemination products, including the website, reports, flyers and posters use the same theme.

2.1   Structure and design

The UNICORE website is available at http://unicore-project.eu and was launched on February, 28th, 2019, as is shown in Figure 2.2.

Figure 2.2: First UNICOREs tweet to announce the projects website

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The homepage has been designed with the intention to be very visual by using colorful banners and also easy to use with a simple and intuitive menu. Banners are an easy way to highlight relevant content, such as news or a video, in an appealing format.
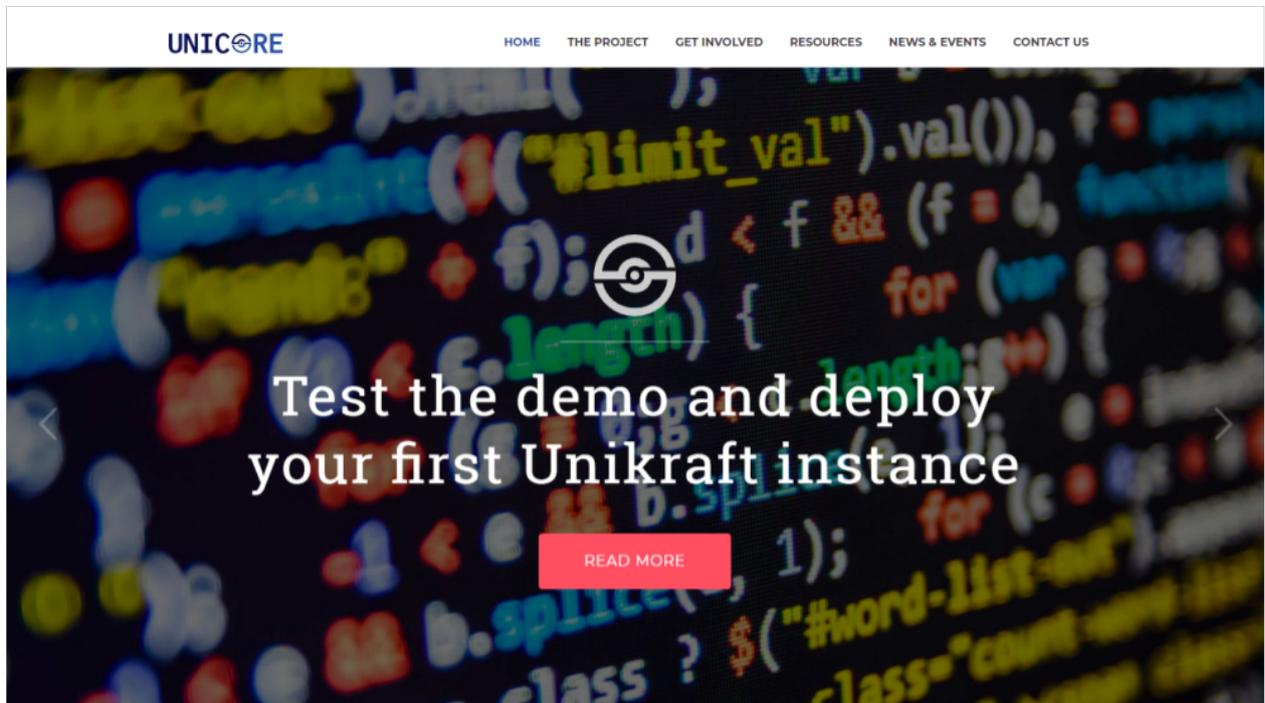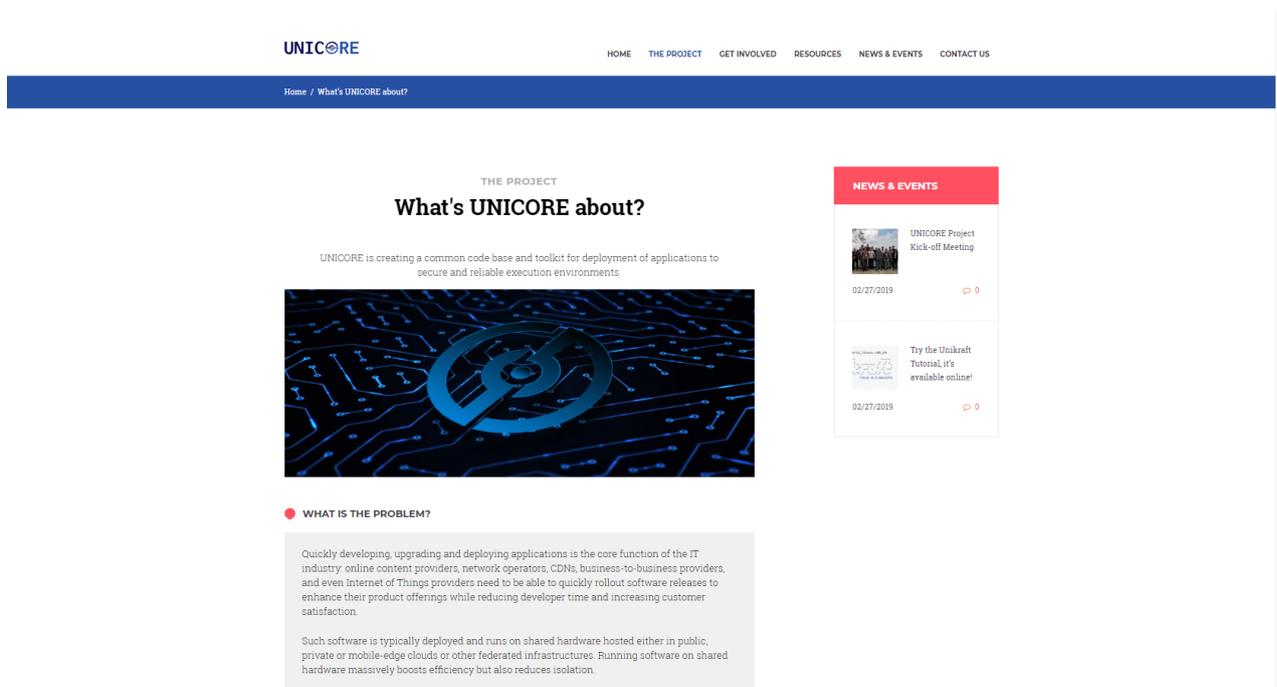

Figure 2.3: Website Homepage

Figure 2.4: Internal page on UNICORE website

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The website menu is organized in the following categories, though Publications and Events will not be published until the first item is available:

Figure 2.5: UNICORE website's map

The website footer includes the acknowledgement of EU funding and contact and social media information.

2.2   Analytics

Standard web traffic analysis tools (provided by Google) are used to track the number of visitors and relative metrics during website lifetime.

It also gives detailed information such as users flow and preferences, geographic and demographic informa-
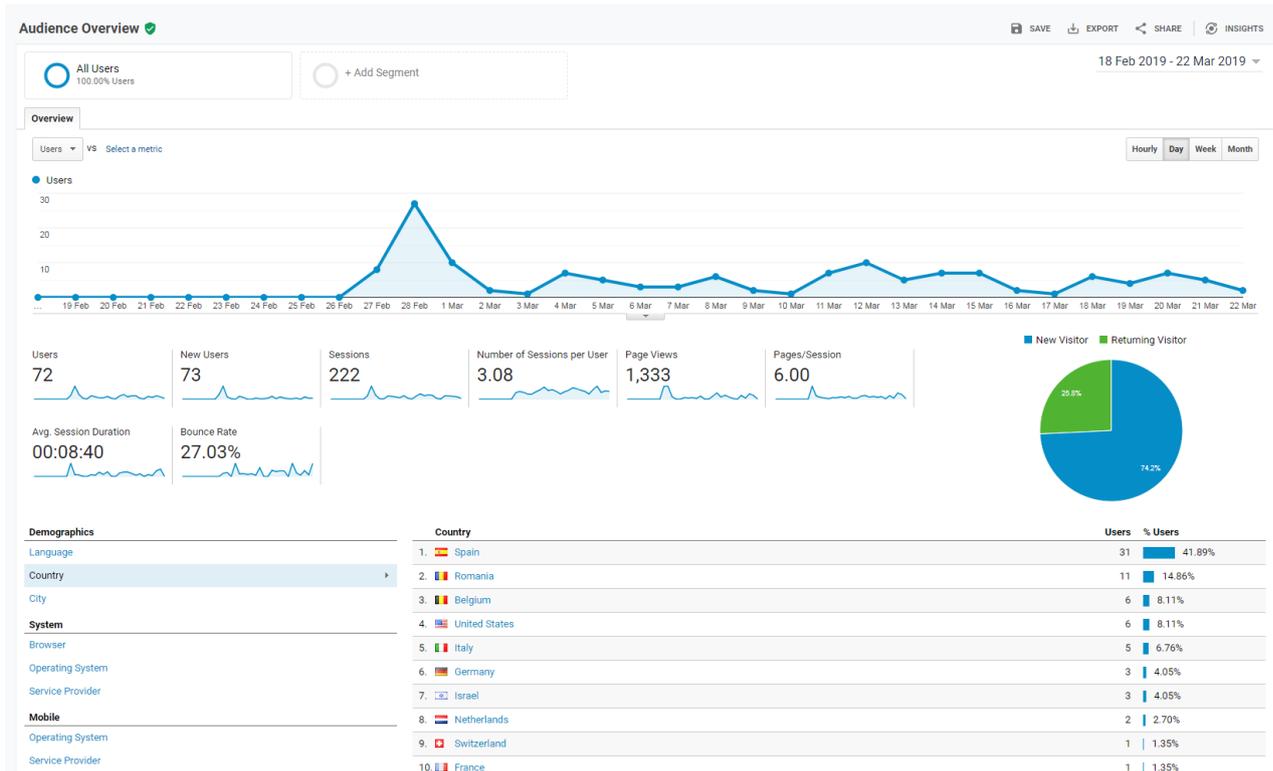
Figure 2.6: Analytics' audience overview

tion, as well as the referral flow from the social networks, as it is shown in Figure 2.7.
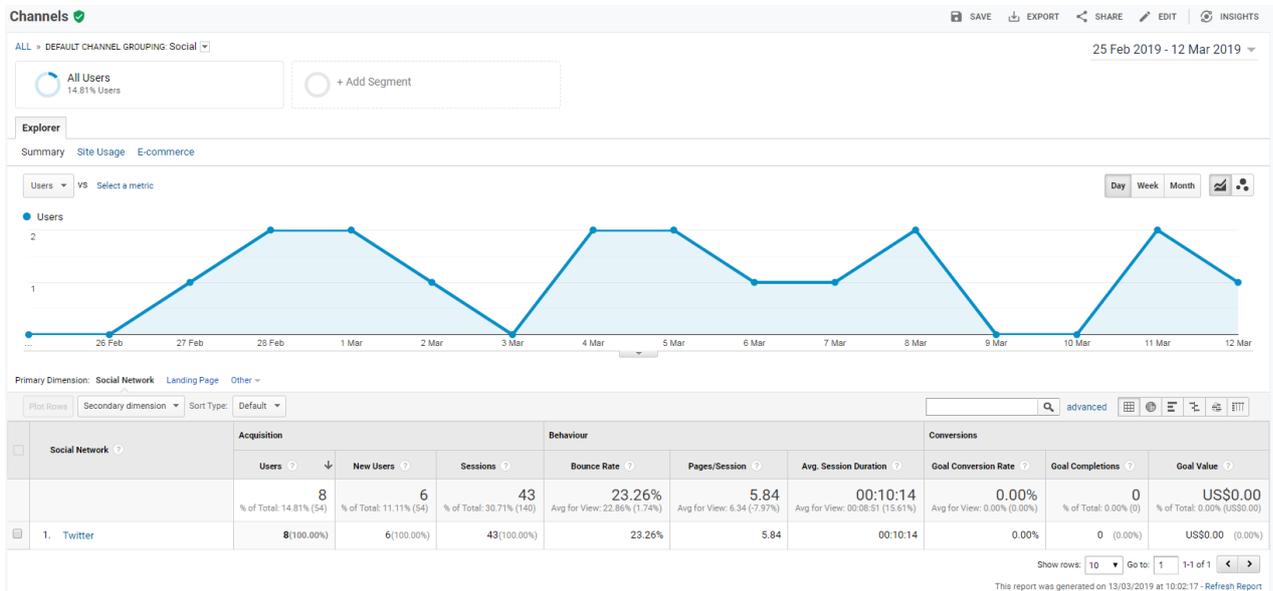

Figure 2.7: Traffic from Social Networks

2.3   Updates

The content of the website will be continuously updated throughout the course of the project, and thus act as a dynamic and up-to-date source of information for the visitors. Even the static pages will be updated to

capture the progress of the respective work packages and tasks, as it is presented, for example, in Figure 2.8.
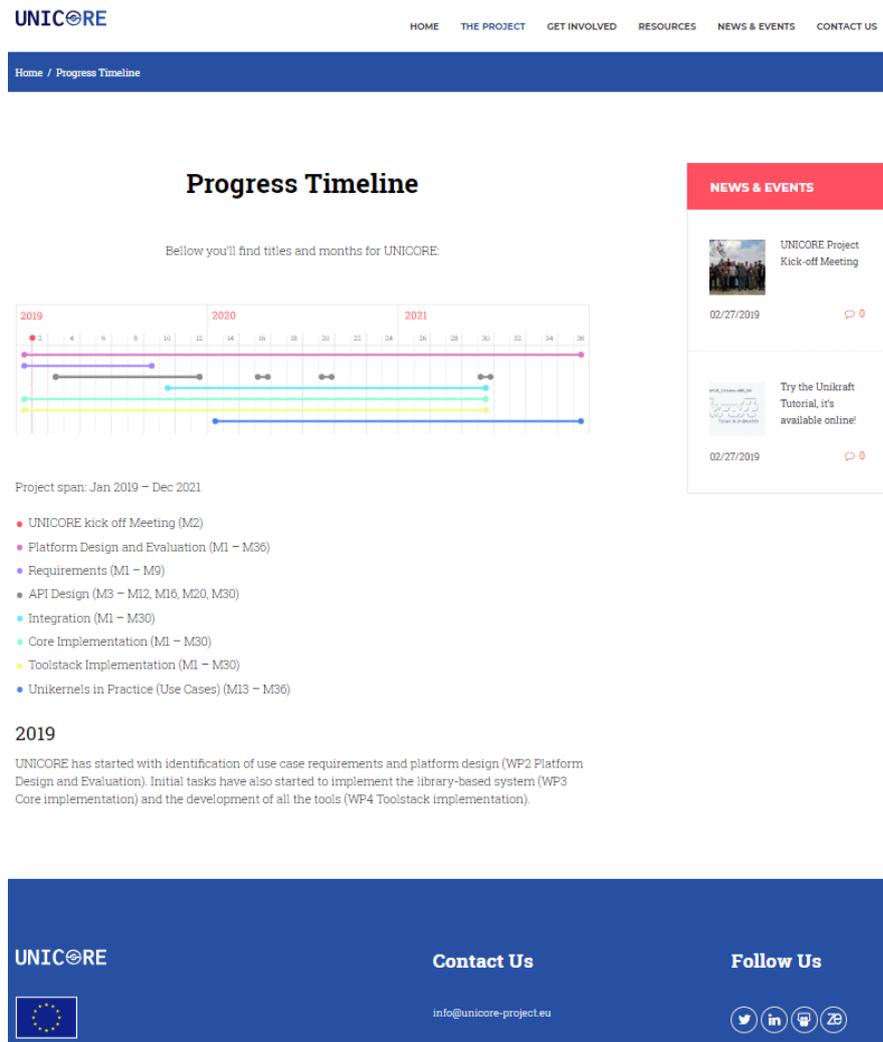

Figure 2.8: Static pages, as a Project Timeline, will be updated with the project progress

3 Social Networks

Social media are a valuable tool to spread information on the project and announce news, activities and events to a wide audience and to generate interest in the project. UNICORE plans to use the following four major platforms, depending on the type of content and the audience: LinkedIn, Twitter, Slideshare and Youtube. Apart from Youtube, which will include the first project video, all other social media channels with UNICORE presence are presented on the website footer.

3.1 LinkedIn

A LinkedIn Group (http://www.linkedin.com/groups/8752067) has been created to maintain valuable discussions and build meaningful interactions around UNICORE. LinkedIn Groups have powerful community management features that are not available on other social media platforms. The challenge is to choose interesting topics to bring together experts willing to interact, exchange knowledge, contribute and take advantage of the technology developed in UNICORE.
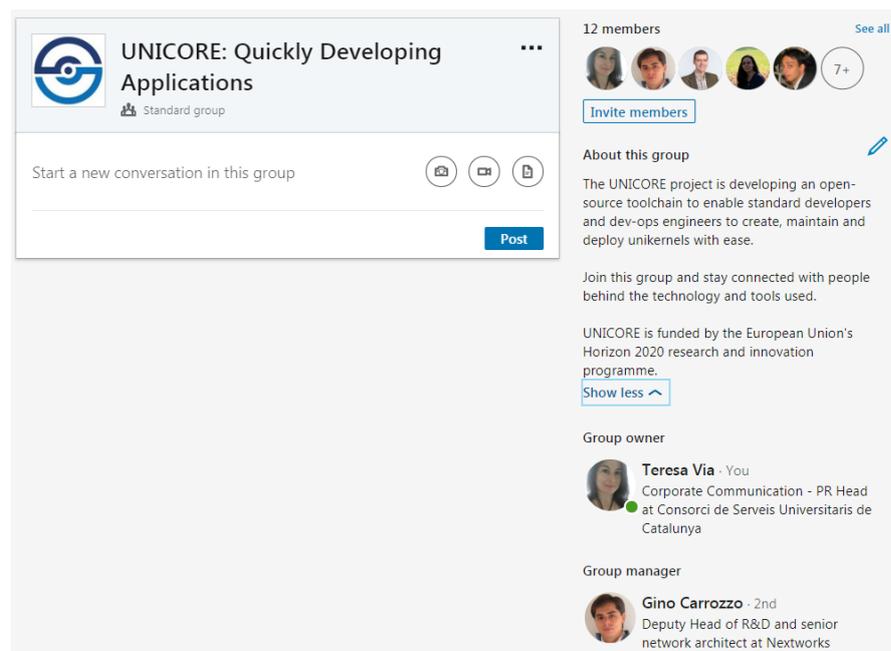

Figure 3.1: UNICOREs LinkedIn group

3.2 Twitter

A Twitter account has been set-up following the look & feel guidelines from the website to strengthen UNICOREs project identity.

Activity on Twitter started when the website project was launched on February, 28th, 2019, as shown on Figure 2.2.
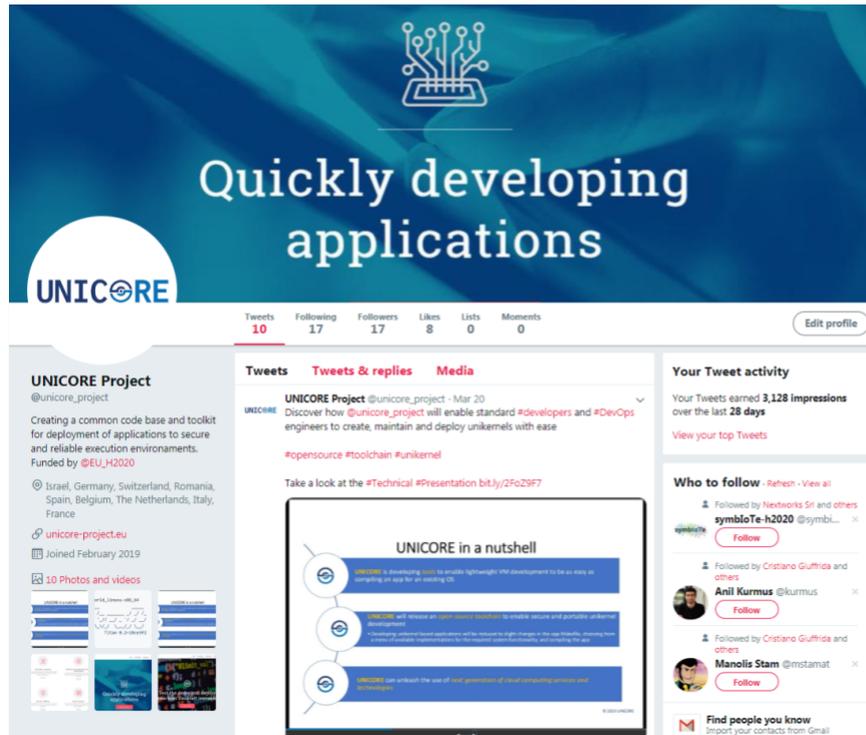
Figure 3.2: An average of 127 impressions per-day

Since late February, there were 10 tweets that earned 3.2K impressions, with an average engagement of 1.5
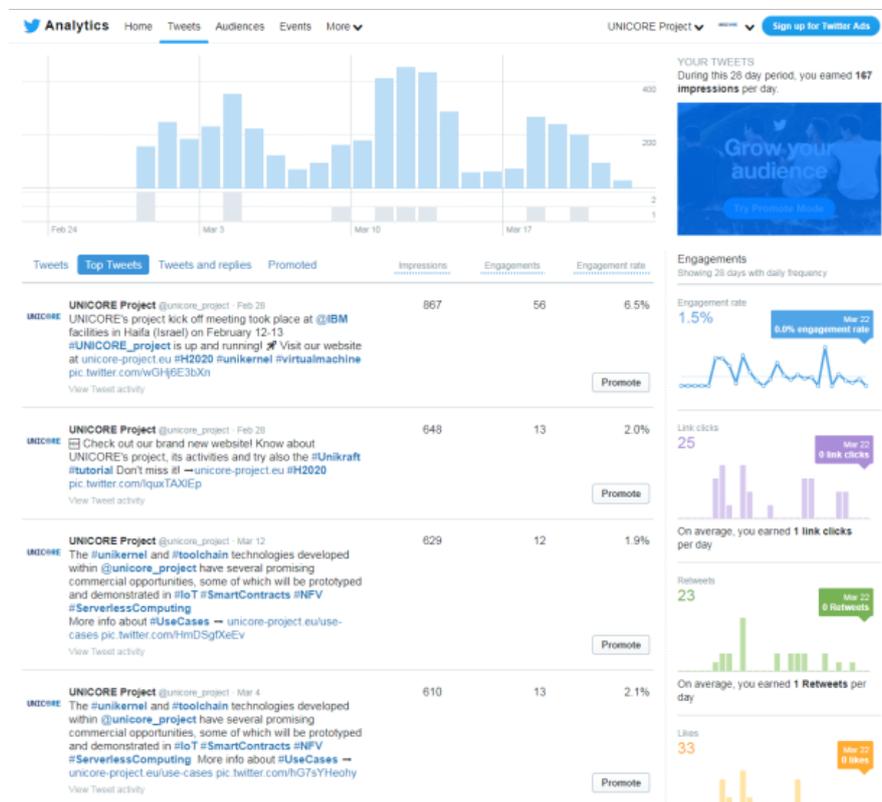

Figure 3.3: An average of 167 impressions per-day

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3.3　SlideShare

An account has been created on SlideShare to benefit from this widely used platform to host and share presentations. At the moment, a technical overview of the project is available to be consulted on http://www.slideshare.net/UNICORE_project/unicore-project-technical-overview.
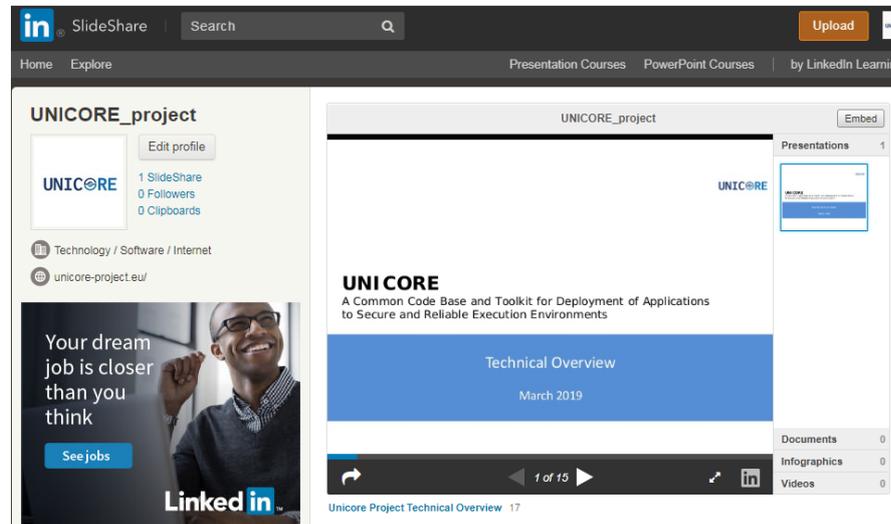

Figure 3.4: A technical overview of UNICORE is available on SlideShare

3.4　Youtube

If an image is worth a thousand words, nowadays a video can also make a difference in communication. For this reason, a short video explaining the benefits of UNICORE will be produced. When this video is available, an account on YouTube will be opened.

4 Open access to publications

4.1 UNICORE community in Zenodo

Zenodo is a general-purpose open-access repository developed under the European OpenAIRE program and operated by CERN. It allows researchers to deposit data sets, research software, reports, and any other research related digital artifacts. For each submission, a persistent Digital object identifier (DOI) is minted, which makes the stored items easily citable.

All the public reports written within the UNICORE project, will be uploaded on Zenodo under the community that has been created for the UNICORE project.
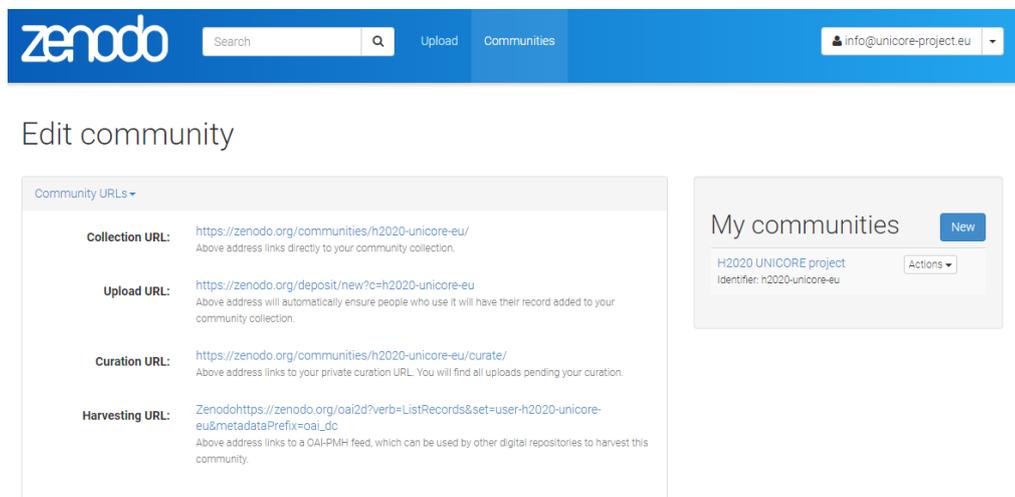

Figure 4.1: UNICOREs community on Zenodo

5 Advertising Material

5.1 Project Presentation

A project presentation has been created to give a technical overview of the project. Basically, it introduces the problem statement and explains how UNICORE will enable standard developers and DevOps engineers to create, maintain and deploy unikernels with ease. It also shows the tool ecosystem and the toolkit created within the project, as well as several use cases.
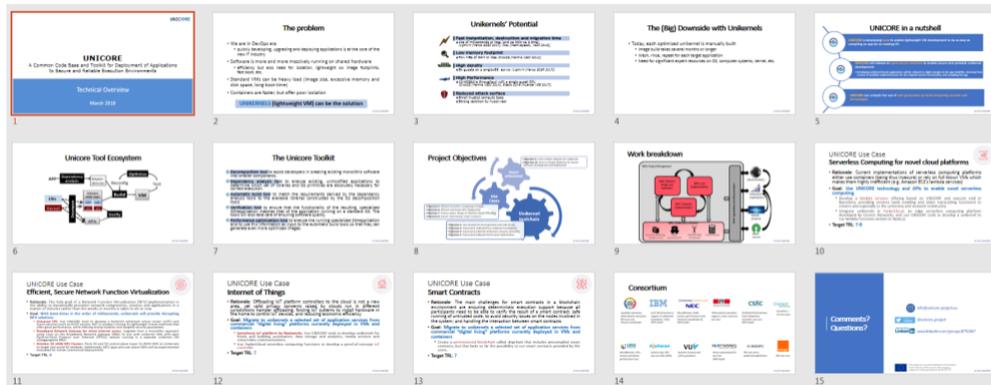

Figure 5.1: UNICORE Technical overview

6   Communication campaigns

As a complement to social media, where information is volatile, a newsletter will be produced with relevant content about the project progress, events and news. It is intended to provide a regular communication channel with users and stakeholders. To manage subscriptions and newsletters, the marketing platform Mailchimp will be used.

6.1   Mailchimp

Mailchimp allows to disseminate information among people and interested parties that have signed up for mailing list. Besides providing tools for the creation of mailing lists and templates, the platform gives the opportunity to create comparative reports and statistics to track performance and analze the behaviour and preferences of subscribers. For example, who opened the email, time spent on it, contents clicked, etc. - all useful information to improve website traffic and email campaign performance.
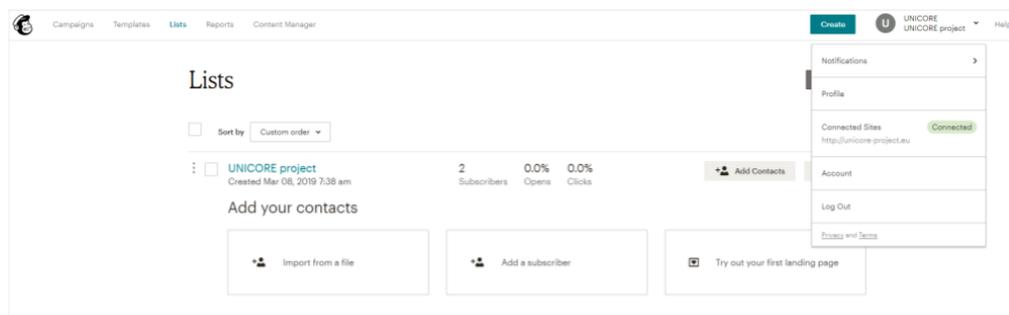

Figure 6.1: Mailchimp will be used to send newsletters

An account on Mailchimp has been created and a mailing list configured and linked to the UNICORE website contact form to allow users to subscribe to the Mailchimp list.

Figure 6.2: A contact form allows users to subscribe to the newsletter

7   Conclusions

This report has briefly described the tools configured to implement project visibility on the Internet as well as the social interactions with the community of stakeholders of the UNICORE project.

A process of continuous improvement of contents and appealing of the website has started as part of the communication activities of WP6. The UNICORE social communities on Twitter and LinkedIn have just been initiated due to the recent start of all the activities of the project. They will be used more consistently once initial results and public showcases of UNICORE solutions will be developed within the project.