# D8.2 – PUBLIC WEBSITE & SOCIAL MEDIA GROUPS

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## Abstract

During the first months of DOMMINIO emphasis is given on raising public awareness about the project, its main activities, goals and expected results. Within this scope, the DOMMINIO public website and social media groups have been created providing information about the project's research aim and specific objectives and the consortium, while being regularly updated with the main progress and achievements of each work package. As such, both the public website and social media pages are considered as essential tools for the dissemination of DOMMINIO. The present deliverable aims to briefly present the development of these dissemination tools.

## Keywords

# Information Table

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4

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# Table of Contents

# List of Figures

# 1   INTRODUCTION

In the sense that the societal impact of research should be viewed as a measure of its success, dissemination & communication (D&C) is of undisputed importance for the successful development of every research project. Aiming to maximize the societal and economic effect of research outcomes, EU funding programs place increased focus on relevant D&C actions, as witnessed by dedicated work packages included in successful research proposals. Likewise in DOMMINIO, a research project that aims to develop a holistic data-driven methodology for the improved manufacturing of high-performance multifunctional airframe parts, WP8: "Dissemination, Communication and Exploitation" (led by EASN) is designed to raise awareness of the DOMMINIO project and of its results, via strategic D&C activities.

To this aim, WP8 is designed to be the toolkit towards effective D&C of the project's outcomes, comprised of several strategic actions to achieve the conveyance of DOMMINIO's key messages across various audiences of interest. Among other, special consideration was given to **digital dissemination**, as one of the main subtasks planned to be implemented within WP8, allowing for research dissemination in various ways beyond the traditional.[1] As **websites** and digital networking technologies (i.e., **social media groups**) are amongst the main representatives of digital dissemination, DOMMINIO's D&C strategy could not have lacked these elements.

**DOMMINIO's public website** (realization and maintenance led by EASN) will be a tool of primary importance to keep the DOMMINIO community up to date with its outcomes. Its content will be updated on a regular basis with the achievements and results of the consortium partners. The DOMMINIO official website can be accessed at: **www.domminioproject.eu**. Through the website, DOMMINIO's research aim and specific objectives will be publicly stated, justifying the project's importance. Furthermore, the website will serve as a digital library of the project's published material, e.g., scientific publications, articles in press, newsletters, summaries of reports, etc, providing more specific readily available information to interested audiences. Via the public website, the project's key messages can effectively be delivered to various target group audiences, i.e., scientific community, commercial stakeholders & industry, policy makers, investors, as well as the general public, allowing the website to be viewed as the core of the D&C strategy of the project.

In contrast to the public website that is mainly addressed to identified target audiences, a more vast and diverse audience can be reached via **DOMMINIO's social media groups**, maximizing the impact of the project's results. Proper use of social media groups is characterized by increased pace of information sharing, stimulating this way engagement with key stakeholders, networking and exchange of know-how.

The present deliverable primarily aims to present in detail DOMMINIO's public website (**www.domminioproject.eu)**, in regard to its layout, design, and functionalities, and report the methodology followed that led to the website's development. A brief description of the project's social media groups (namely, LinkedIn, Twitter, YouTube) and the way that these are expected to increase DOMMINIO's publicity, will be also given.

## 2 DOMMINIO PUBLIC WEBSITE

The DOMMINIO public website has been designed according to "EU project Websites – Best Practice Guidelines" and reflects the global D&C strategy of the project. The official registration of the domain name is: **www.domminioproject.eu**. EASN, as D&C experts with wide experience on the development of websites for EU-funded projects, is in charge to provide technical support in the development, maintenance and regular update of the DOMMINIO public website. As with all D&C material of the project (logo, templates, leaflet & poster), the public website of DOMMINIO has been as well created based on its "visual identity".

### 2.1 Methodology

The development of the DOMMINIO website was based on a process of distinct methodological steps, as depicted in the illustration below (Figure 1).
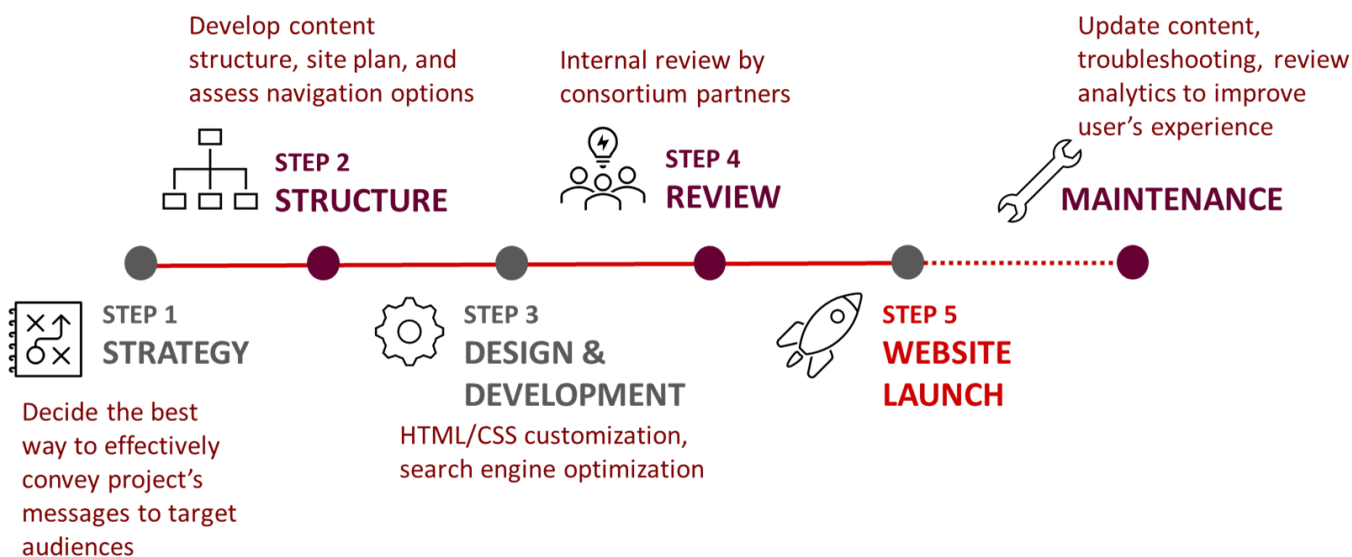


Figure 1. DOMMINIO public website development methodology

**Step 1: Strategy**

In this step the **scope of the website** was determined. Clarifying the **project's research aim** was of profound importance in this step of the process, setting the basis to identify the **target audiences**, as it follows:

- Scientific community
- Commercial & Industrial stakeholders
- Policy makers
- Investors
- General public (including media)

Strategic planning was then performed to determine the best way these audiences could be reached. Required resources and tools to support the operation and development of the DOMMINIO website were also defined within this step.

**Step 2: Content & Structure**

In this phase of the process, the following questions were sought to be answered:

➢ What is the kind of information that the target audiences will be looking for on the official website?

➢ Which are the messages that the consortium partners want to communicate?

The answers to these questions were found by delving into the project's objectives and expected impacts, comprising the main task of this step. Then, strong key messages of DOMMINIO emerged around which the whole content of the website was shaped to include information about the project's scope, objectives, expected results and impacts, key features, activities, and progress.
Based on the identified target audiences, the information of the website fell within the following two categories:

**Category 1**: Content oriented towards the general public including students, press-media, and policy makers, therefore needing to be visually appealing and easy to digest. The content of this category provides DOMMINIO related information addressed to the wider audience; a project overview, expected impacts, key features, and the latest news are presented, preferably using multimedia while limiting text presence to the minimum.

**Category 2**: This content is more technical and oriented towards scientific and industrial audiences interested in the project's progress; DOMMINIO's objectives, concept and expected demonstrators include a higher level of details informing primarily audiences of experts in the field. Close updates upon the project's progress and achievements will be included over the course of the project, along with detailed information about the partners' contributions.

**Step 3: Design & Development**

Within this step the process of the actual realization the DOMMINIO public website is performed. An extendible directory and file structure for the DOMMINIO public website was created. Appropriate content management system and modules were selected to be used, as well as templates to ensure consistent look of the website. The Drupal content management system (CMS) has been used for the development of the website, which along with all the plugins and tools embedded in the DOMMINIO website, are continuously being monitored and kept up to date with the latest stable releases. The website and all its tools have been tested and are supported by all major web and mobile browsers (Mozilla Firefox, Google Chrome, Opera, Safari, and Internet Explorer). The website's graphic design was made in accordance with the visual identity of DOMMINIO (as used in all dissemination material, e.g., leaflet, poster), while special consideration was given to create a user-friendly website with clear and clutter-free navigation with optimal viewing experience across a wide range of devices (desktop computer, laptops, and smartphones).

**Step 4: Review**

Over the duration of the whole process of the website development there was continuous communication with the DOMMINIO partners for the collection of the required information and material. In this step the beta version of the website was circulated among the partners for their review to ensure that no sensitive or untrue information will be communicated outside the consortium. Upon the completion of step 3, a one-week period was provided to the consortium to review the content and design of the website and provide EASN with corrections, comments, and suggestions for improvement. After addressing the partners' comments and suggestions, the DOMMINIO public website will be made publicly available within April 2021, achieving MS8 with due date at the end of April 2020.

**Step 5: Website Launch**

The DOMMINIO public website is publicly available (the latest at the end of April 2021, due date of MS8).

**Step 6: Continuous maintenance**

This phase includes all processes related to the maintenance and updating of the DOMMINIO public website. In addition, it includes the handling all the public-relations matters of the DOMMINIO public website, e.g., making the DOMMINIO website known to on-line communities through publicity, as well as creating and sharing content that will increase engagement.

The technical upgrade of the website is also included in this step. Continuous research for new available functionalities suitable for the website and incorporation of them, as well as for the latest trends in visual features are among the tasks that are performed within step 6. Continuous updates of the content of the DOMMINIO public website will take place throughout the project's duration showcasing its progress. In this way, the website will be always updated and upgraded, content-wise and technically as well.

To evaluate the dissemination strategy followed through the project's public website specific, Key Performance Indicators (KPIs) will be used. These KPIs will be mainly measured through the information collected by the website's Google analytics. Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Data will be collected and monitored through Google Analytics about the number of the website visitors, the loyal followers of the website, the pages that bring the most traffic and conversions, the time a user spends navigating within the website, etc. The location of visitors can also be identified through their IP address, reporting on the geographic coverage of the website. These data can be used to infer the success of the dissemination plan. Therefore, specific analytical tools – such as Google Analytics – and on-page and off-page Search Engine Optimization (SEO) will be used to monitor and improve, if needed, the overall website's efficiency.

The different sections of the DOMMINIO public website are briefly described below.

## 2.2 Website sections

### 2.2.1 Homepage

The homepage of the DOMMINIO website (Figure 2) includes the official title of the project, and strong messages to disseminate the project's research aims, and key features, and informs the visitor that the project is funded by the European Commission. The use of pictures and graphic designs is preferred instead of text, describing DOMMINIO's scope and assets in an appealing and comprehensible way, aiming to attract the visitor's attention. The links for the DOMMINIO social media pages (Twitter, LinkedIn and YouTube), are also presented in the homepage. This section will be updated over the duration of the project with multimedia related to the project research activities.

Figure 2. DOMMINIO homepage

### 2.2.2 Top side menu

The content of the website is divided into six sections shown in the top side menu (Figure 3) that appears in the header of all webpages. The top side menu is the main menu for the navigation through the website and includes the following tabs:

➢ Home

➢ About

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11

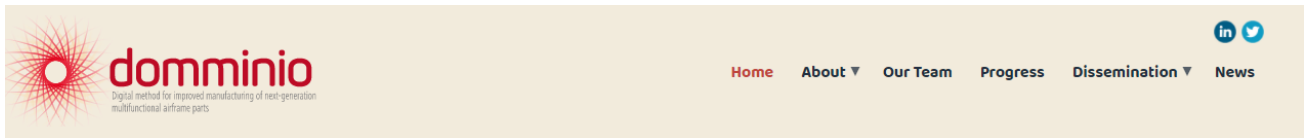➢ Our Team

➢ Progress

➢ Dissemination

➢ News



Figure 3. Top banner, Logo and top menu of the DOMMINIO public website

Each section is briefly described below.

### 2.2.2.1 "About" tab

When the user hovers on the top menu on 'About', the following list appears (Figure 4):

➢ Project Overview
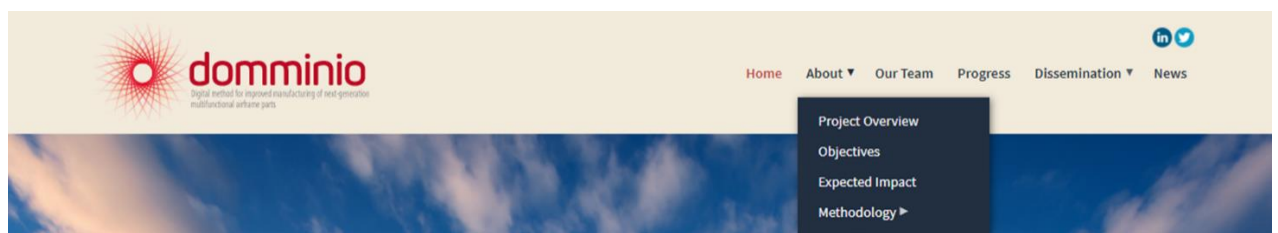
➢ Objectives

➢ Expected Impact

➢ Methodology



Figure 4. "About" tab dropdown menu

Specifically,

**"Project Overview" subsection:**

In the **"Project Overview"** subsection, the project's scope is stated along with the rationale behind it. Emphasis is given to take-away messages of DOMMINIO concerning its impact, to help the visitor create a representative image of the project (Figure 5).
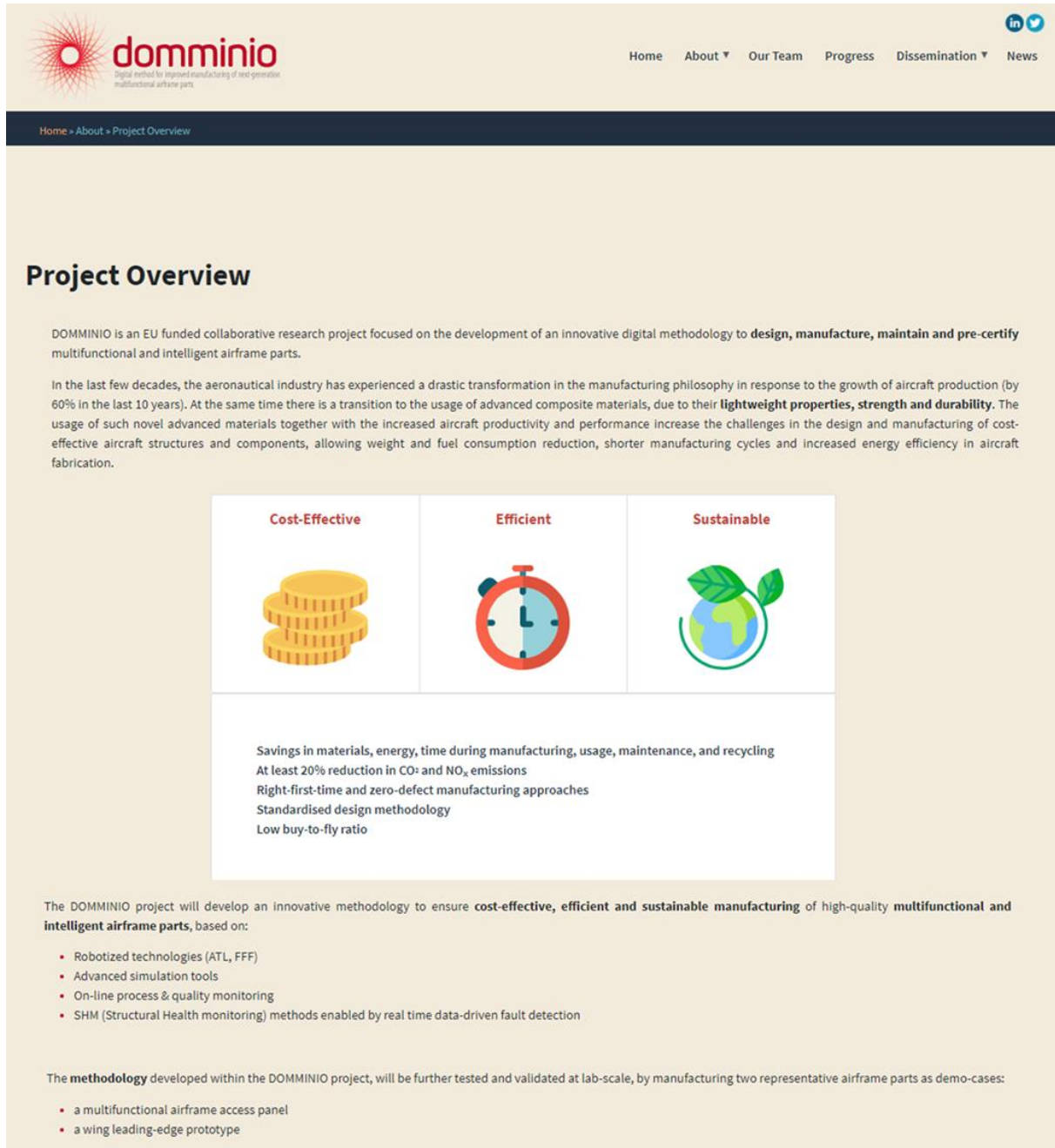
Figure 5. "Project overview" subsection

**"Objectives" subsection**

This section acts as a focal point of DOMMINIO's research, providing the readers with a list of the project's expected results. At the same time these results constitute the specific tasks to be implemented for the accomplishment of the DOMMINIO overall aim: to develop a holistic digital method for improved manufacturing of multifunctional airframe parts (Figure 6).
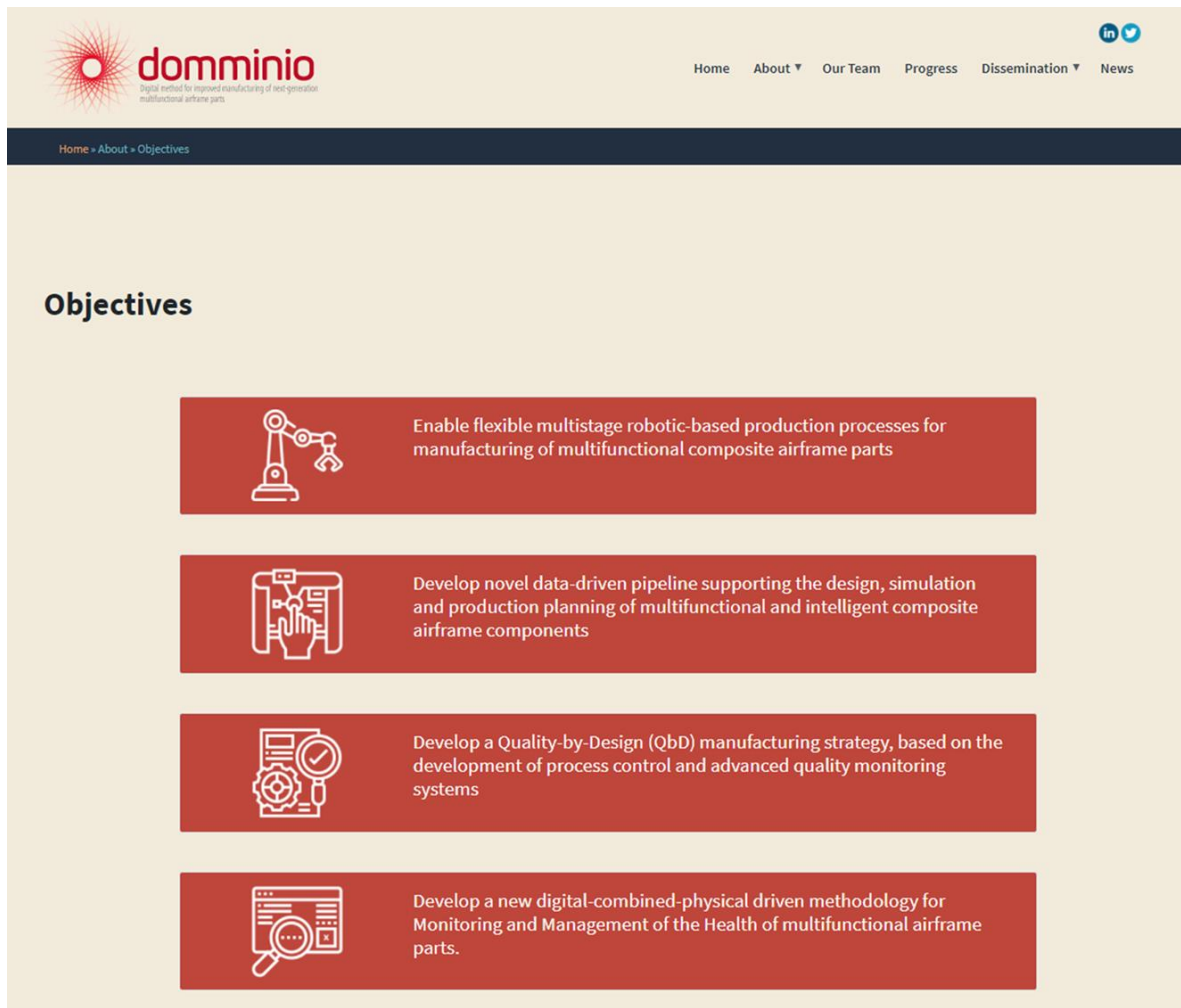
Figure 6. "Objectives" subsection

**"Expected Impact" subsection**

The expected impacts of the DOMMINIO outcomes are presented here, avoiding lengthy text, emphasizing the significance of the project (Figure 7). This section also highlights the collaboration of DOMMINIO with EASA, adding value to the project's outcomes.
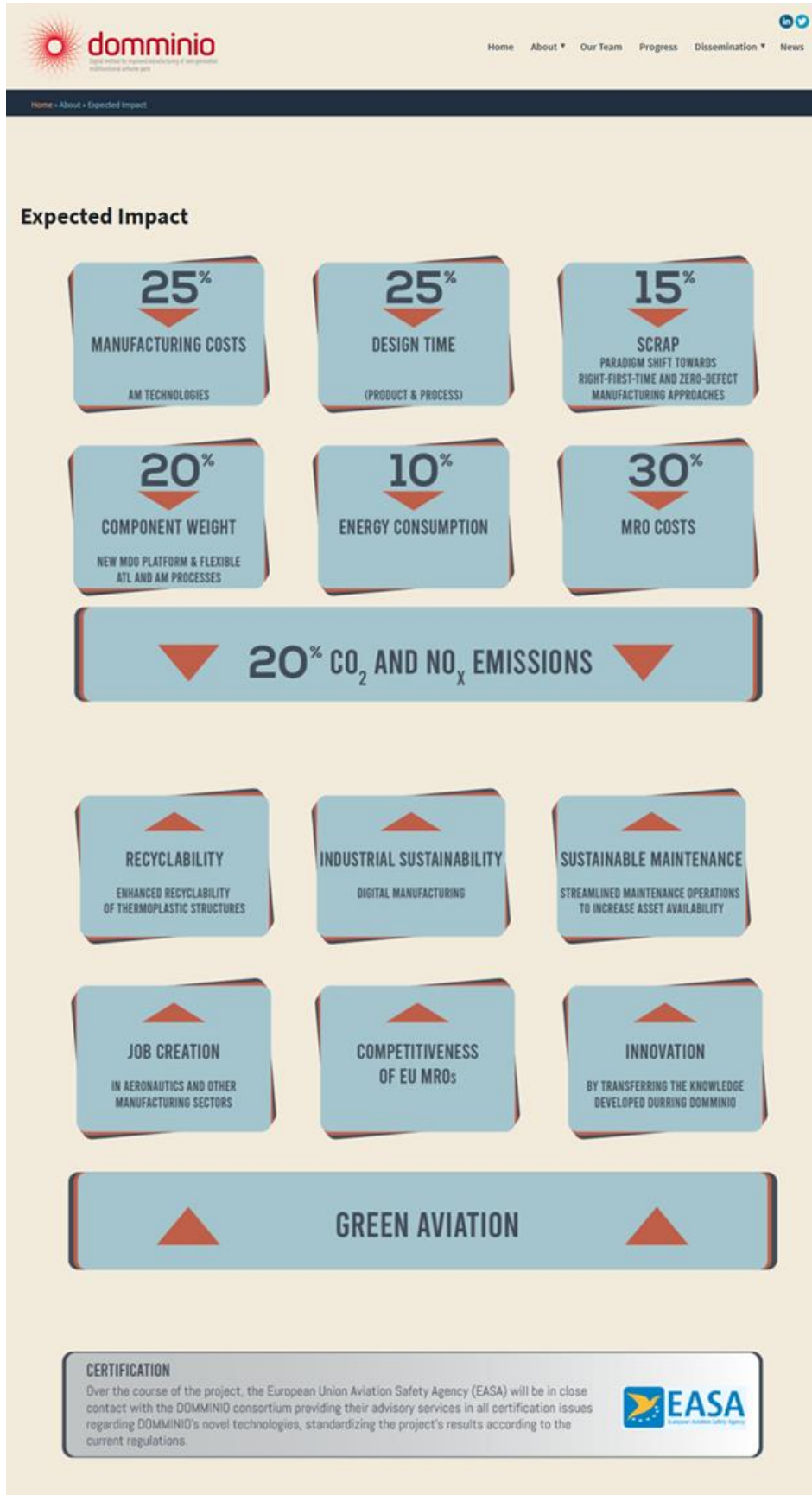
Figure 7. "Expected impact" subsection

**"Methodology" subsection**

This page aims to inform the visitors about how DOMMINIO will be implemented, and it is divided in the following subsections:

- **Concept:** An informative graph about the workflow of the DOMMINIO innovative method is presented, providing technical information mainly to experts in the field (Figure 8).

- **DOMMINIO demo-cases:** An essential part of the DOMMINIO methodology worth to be disseminated is the validation of the project's results by the manufacturing of two representative airframe parts: a multifunctional access door panel and a wing leading edge (Figure 9).
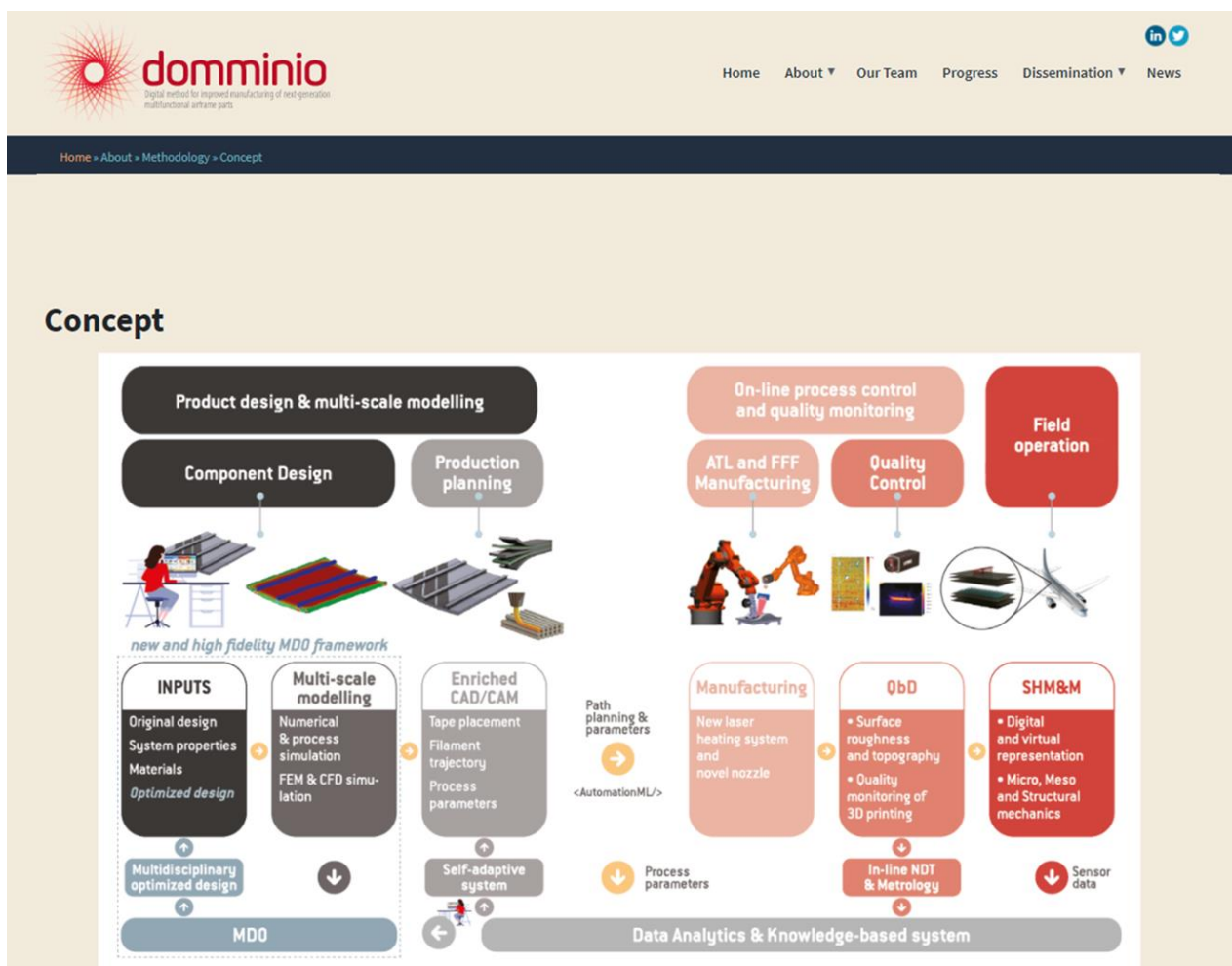


Figure 8. "DOMMINIO concept"

Figure 9. "DOMMINIO demo-cases"

### 2.2.2.2 "Our Team" tab

When the user clicks on the 'Team' tab (Figure 10), a gallery appears presenting the logos of all DOMMINIO partners. By clicking on each logo, the respective partner profile page appears and the following information for each partner becomes available:

- Title and logo in larger size

- Company Profile

- Role in DOMMINIO

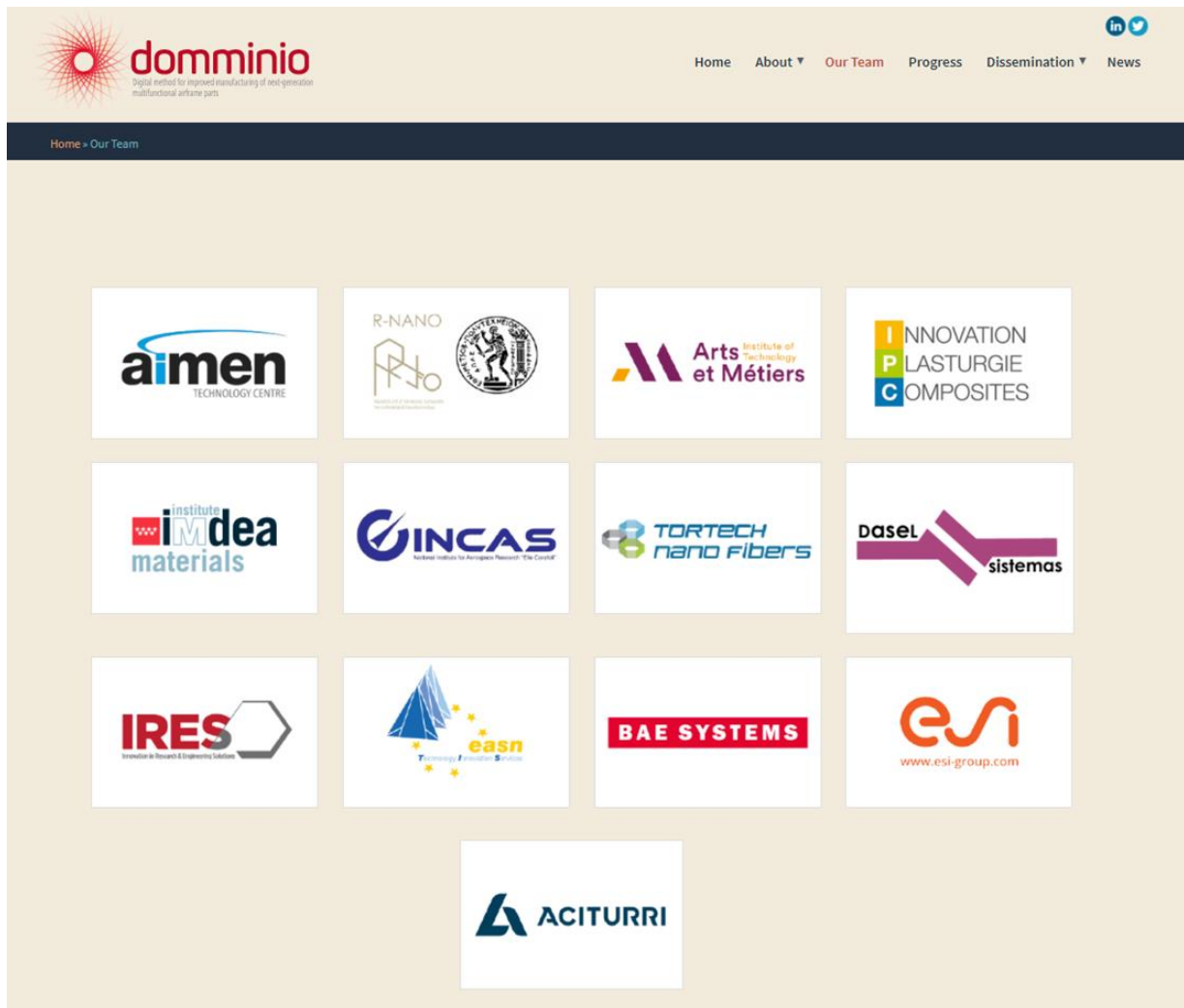- A link to the respective entity's official website

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17

Figure 10. "Our Team" tab

### 2.2.2.3 "Progress" tab

In this section brief updates on the progress of the project and the most significant outcomes are presented, in a "timeline" way. This section will be updated on a semester basis, or before if necessary, according to the upcoming milestones.

### 2.2.2.4 "Dissemination" tab

The "Dissemination" tab provides information to the user about the dissemination activities performed by the consortium members, falling into the following categories:

- Scientific Publications

- Articles in Press

- Newsletters

- Media

All the above sections will be regularly updated in order to provide the visitors with the latest information about the project's communication activities. The 'Media' subsection will include informative material

18

available for download (e.g., the DOMMINIO logo, the DOMMINIO press release, poster, informative leaflet, etc.).

### 2.2.2.5  "News" tab

This section includes all DOMMINIO news presented in a timeline way. These include project meetings, press releases, attendance at conferences and exhibitions, etc (Figure 11).
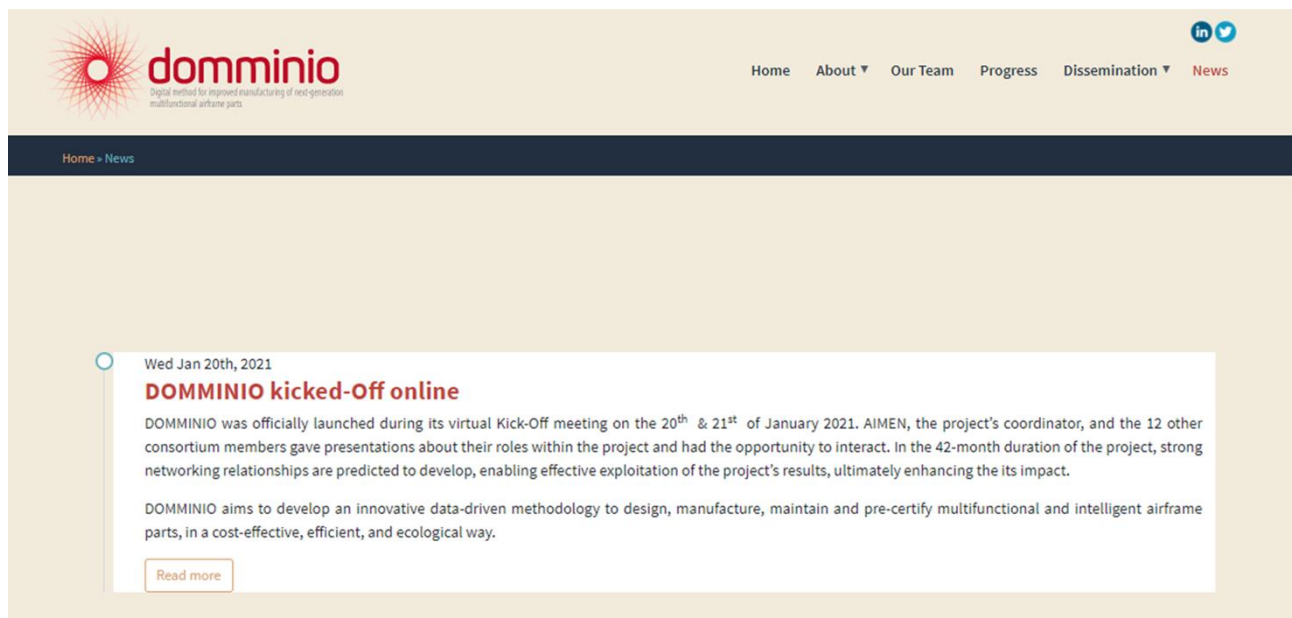


Figure 11. "News" tab

### 2.2.3  Bottom side menu

The bottom side menu (Figure 12), which appears in the footer of all web pages, provides information not directly related to the objectives of the project. This includes the "Contact" option that enables the visitor to contact the DOMMINIO Consortium for inquiries regarding the project or the project's public website, a link to the DOMMINIO "Imprint and Disclaimer", the EU logo and the acknowledgment to the financial support received by the EC. It also provides the window for signing up for the DOMMINIO mailing list.

Another significant feature of the website is the integration of social media, allowing visitors more to interact with the website. Visitors are able to easily share the news of DOMMINIO with their friends and followers through their personal social media profiles, a tactic that can increase the project's reach and influence.

Figure 12. Bottom-side menu

# 3   DOMMINIO SOCIAL MEDIA GROUPS

DOMMINIO social media profiles were created in **LinkedIn** and **Twitter** (Figures 13, 14), while a **YouTube** channel will be also created as soon as there is available video material aiming to widen the project's diffusion. By sharing interesting feed about the project's results, news, or other related information, these social media profiles may strengthen DOMMINIO's community, engaging target audiences and ultimately drive them to the project's official website for detailed information. Project partners as well as individuals from the targeted audiences were invited to join these social groups. At each phase of the project's duration, information related to its progress, news and findings will be posted, keeping our virtual community updated. Additionally, DOMMINIO planned events will be discussed and promoted via the social media platforms as well. Thanks to these platforms, we want to target:

- Users interested in advanced manufacturing

- Users in aeronautics industry

- Bloggers and journalists

- Policy Makers

The social media pages can be accessed through the following links:
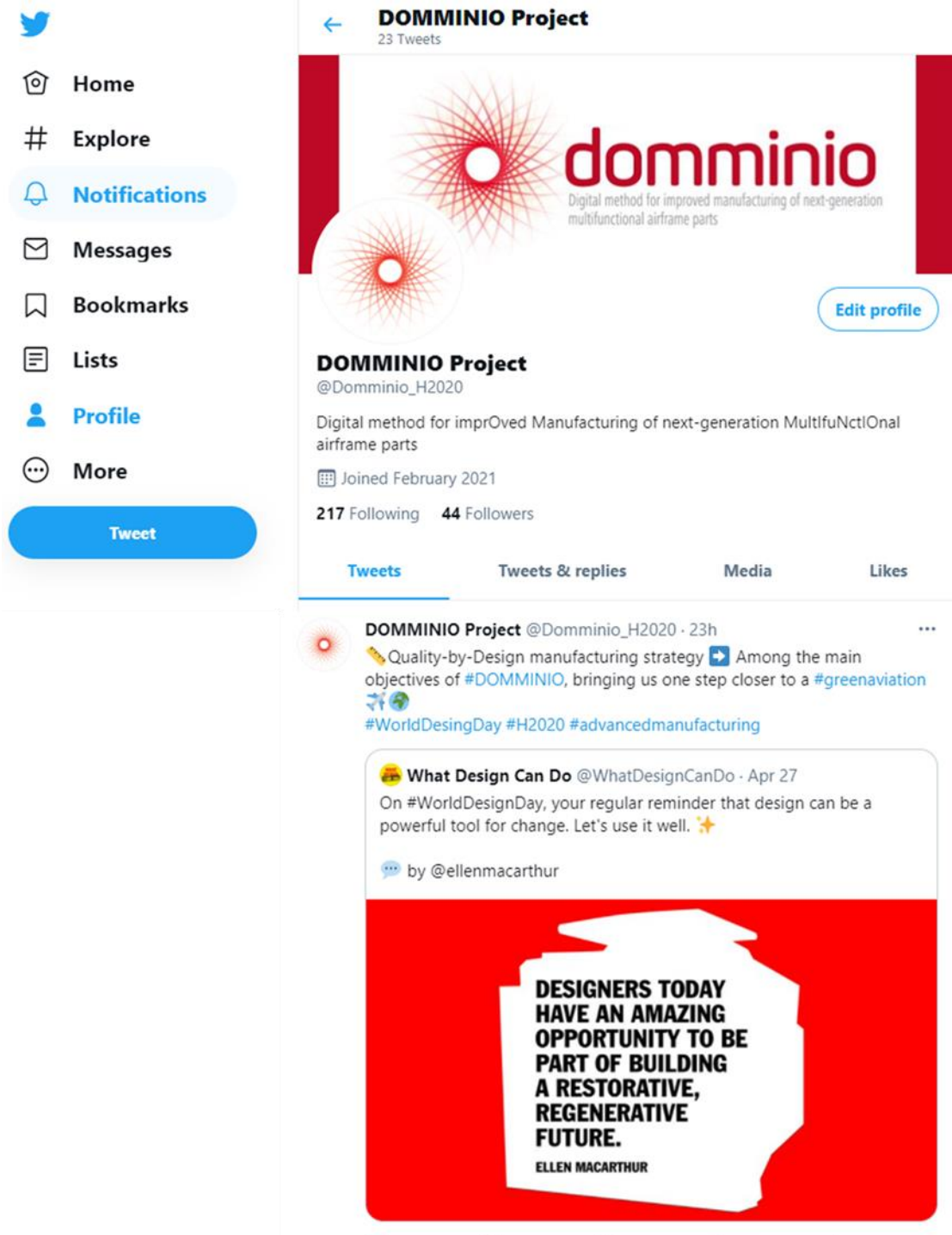
Twitter: https://twitter.com/Domminio_H2020

LinkedIn: https://www.linkedin.com/company/domminio-project

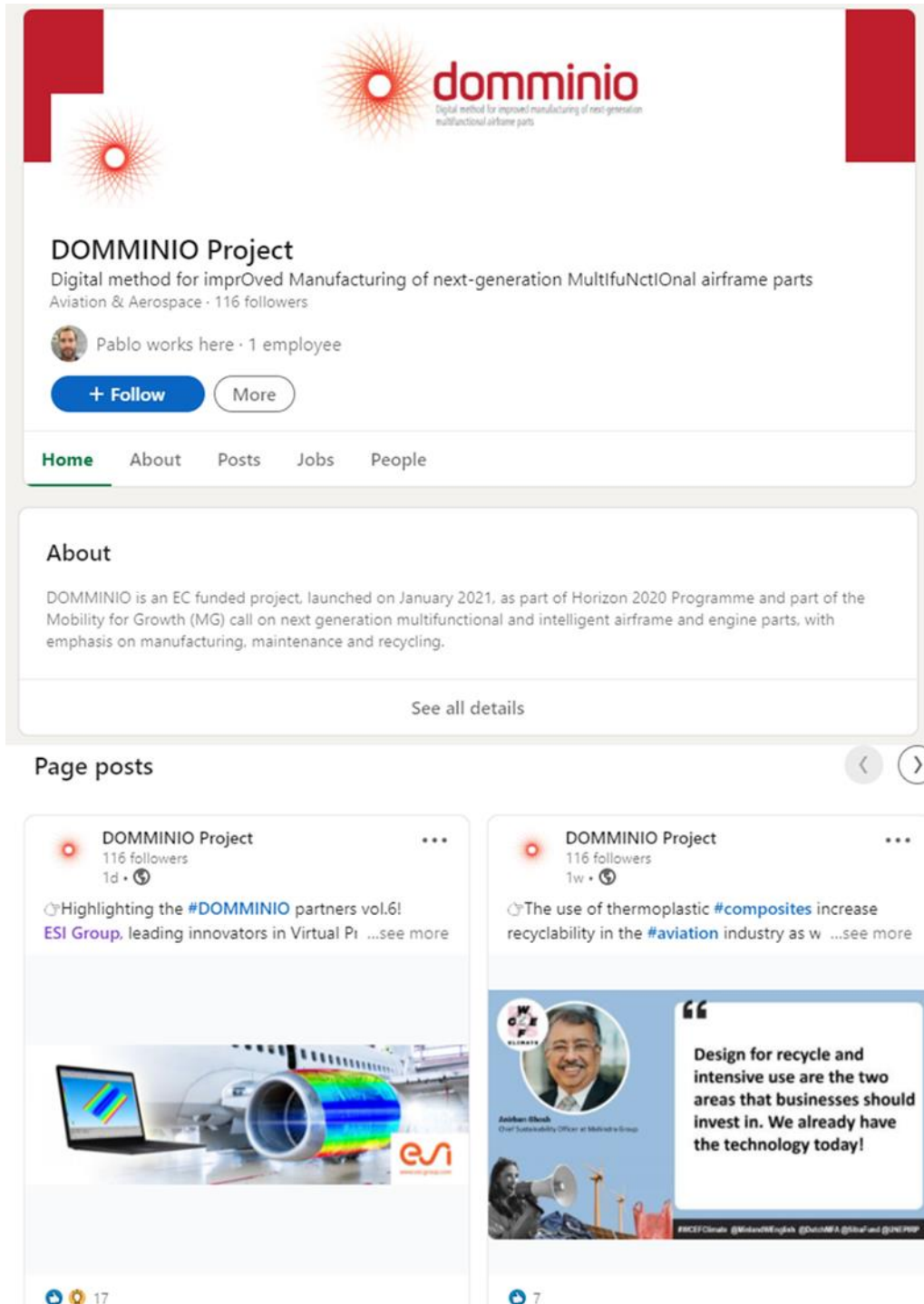Figure 13. DOMMINIO profile in Twitter

Figure 14. DOMMINIO profile in LinkedIn

# 4 CONCLUSIONS

The public website and complementary social media pages are major dissemination tools intended to facilitate the spread of project-related information to various stakeholder groups, i.e., the Scientific Community, Industry, Civil Society, Policy makers, and Media. The DOMMINIO Public website provides information about the research aim, specific objectives and expected outcomes of the project, as well as serves as a digital library of freely available dissemination material, such as articles, newsletters, the publishable summaries of reports, media etc. The social media groups have a complementary but similarly important role to the website, keeping the interest of the DOMMINIO community vivid through continuous information sharing.

The aim of the present deliverable is to present the DOMMINIO public website and social media pages. A general presentation of the website and social media profiles is provided, describing the design and technology used, the development methodology and the developed functionalities. Both of these communication channels which have been designed and maintained up to date by EASN, aim at providing information about the project's progress, main results and the main achievements from all partners. They will be frequently updated by EASN throughout the entire project duration.

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24

# 5 REFERENCES

[1] Ross-Hellauer T, Tennant JP, Banelytė V, Gorogh E, Luzi D, Kraker P, et al. (2020) Ten simple rules for innovative dissemination of research. PLoS Comput Biol 16(4): e1007704. https://doi.org/10.1371/journal.pcbi.1007704

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25