

# In♥Advance

## D9.1 – Project website and social media channels

### WP9 – Dissemination and Exploitation

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## 1. Executive Summary

This deliverable gives a clear view on the InAdvance project website and social media channels both in writing and with supportive pictures at the time of the submission (March 2019).

The project website provides up-to-date content on the project itself, and links to partners, latest news of the project, publications that are available for the public, as well as contact information. The content of the site is updated regularly, and all consortium members are responsible for contributing to keeping it updated.

All the planned social media channels have been set up and are fully functional. The website together with various social media channels are the cornerstone of the project's communication.

## 2. Introduction

Dissemination and exploitation are the founding principles of the European Union's Horizon 2020 research and innovation funding programme. This deliverable provides a detailed view of InAdvance project website, together with social media presence at the time of writing (March 2019). The website ([www.inadvanceproject.eu](http://www.inadvanceproject.eu)) and social media accounts (Twitter, Facebook, LinkedIn, and Research Gate) form the key means of introducing the project to the public, and communicating project objectives, activities, milestones, goals and outputs. They are also used for promoting InAdvance project activities and events.

## 3. Goals of website and social media usage

The InAdvance project website is published under the domain [www.inadvanceproject.eu](http://www.inadvanceproject.eu). The primary aim of the website is dissemination; however it will be used for communication purposes too and contributing to the public engagement. For example, posts on general information about palliative care can be published for covering white spaces in the publications calendar, when partners did not attend to any event or there is not any output to promote.

Secondary objectives are to increase the awareness of palliative care among relevant stakeholders in order to foster and strengthen the project exploitation strategy. The website contributes for:

- Educating the general public on palliative care:
  - Myths of palliative care: palliative care, terminal illness and death;
  - The integration between curative care and palliative care;
  - Social, psychological, spiritual and ethical aspects related to palliative care.
- Public engagement and community building.
- Presenting the goals and impact of InAdvance.
- Providing information on upcoming InAdvance events.



- Building the project's "brand" and identity.

The website is updated weekly and new content is added through blog posts and press releases. Consortium as a whole is contributing by writing blog posts, and informing on upcoming events and other publications. Members of the public are currently able to contact the Dissemination WP leader through the website, and the contact information of the Project Coordinator and Project Manager are visible as well, if they are interested in finding out more or collaborating with the project. Additionally, the public is invited to leave comments on blog posts and through their social media accounts.

The aim of the active use of social media is to:

- Communicate the project results and outputs.
- Disseminate general information about palliative care.
- Raise public awareness and ensure maximum visibility of the InAdvance project.
- Announce and promote events.
- Support the overall dissemination objectives.
- Build towards the "brand" and identity of InAdvance.

Currently InAdvance uses the following social media platforms: **Twitter** and **Facebook** for general public, and **LinkedIn** group and a **ResearchGate** project page for health and social professionals, companies, investors and research community.

Different social media analytics will be actively monitored to follow the traffic in the sites, and Google Analytics has been set up on the website to track the number of visits it receives.

#### 4. Content and structure of the website

The InAdvance project website was set up on the 19<sup>th</sup> March 2019. Its layout is professional, yet easy to navigate. All content is written in plain English. Additional key features of the website are:

- **Responsive design:** The layout is mobile friendly, meaning it is optimized both for large and small screens: computers, laptops, tablets, and smartphones.
- **Search Engine Optimisation (SEO):** A keyword optimization has been set-up in the website for better Google search engine results with the keywords: palliative care, chronic condition, multimorbidity, healthcare, Europe, research, Horizon2020.
- **Cookies policy:** The first time a user visits the InAdvance website, a pop-up box appears displaying the following text: "This page uses cookies" and a button "Got it" for accepting their use. The pop-up box also includes links to "Learn more" about cookies, which directs the user to <https://www.aboutcookies.org/>, for more information about the use of cookies, and "How to delete cookies"

<https://www.aboutcookies.org/how-to-delete-cookies/> for information on how to delete cookies from users' devices.

For management of the content and website interface, Wix.com has been used to support the development of the website. It provides an economic option for professional looking website, which is easy to work with and modify.

The design of the website is simplistic with big size fonts and big pictures. The used colours follow the image of the logo, which has the colour code RGB 103 135 183, together with white and black. Each page of the website features the project logo and the acknowledgement of the EU funding with the following text: *"This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 825750"* together with the EU flag. Also at the bottom of each page is subscription form for the project's newsletter and direct social media links to the project.

The content of the website has been organised in different pages, as shown below in Figure 1.

Home About Partners Public Documents News and Events Blog Contact

Figure 1 Website horizontal menu

## 4.1 Home

The "Home" page consists on top of the page of the InAdvance logo and horizontal menu with the different pages, below it a banner with changing images related to the project, and the full name of the project, in the middle of the page is a short introductory text of the project, and in the bottom of the page are quick links to blog posts and subscription form for the project's newsletter, and social media links.

## 4.2 About

Under the "About" page, is a longer description of the project, it's goals and challenges, and brief description of the project consortium.



Figure 2 Top part of "About" page of the website

### 4.3 Partners

The "Partners" page presents the logos of each partner involved in InAdvance with a short description of each entity. If a logo is clicked, it is directed to partner's own websites.

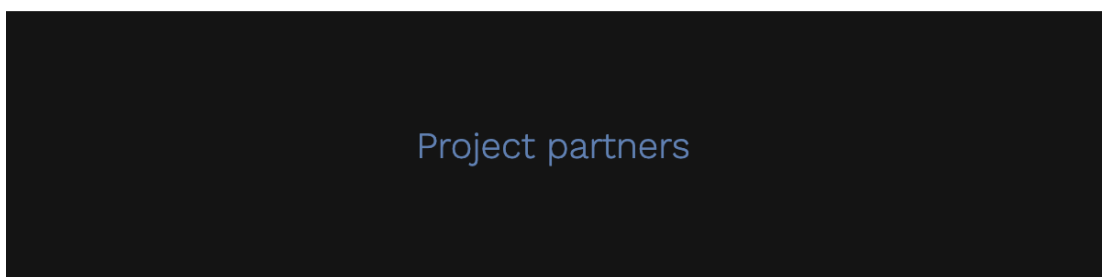


Figure 3 Top part of "Partners" page

### 4.4 Public documents

All the public documents and materials from the project will be uploaded in the "Public documents" page for availability and accessibility.

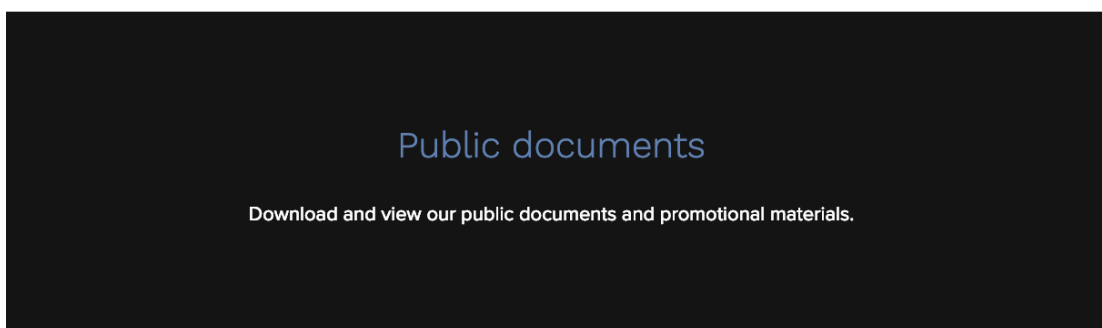


Figure 4 Top part of "Public documents" page

### 4.5 News and Events

Under "News and Events" are displayed the latest news on the project and upcoming events organised by InAdvance.

## Upcoming Events



Figure 5 Top part of "News and Events" page

### 4.6 Blog

The "Blog" page includes all the blog posts contributed by InAdvance consortium members.

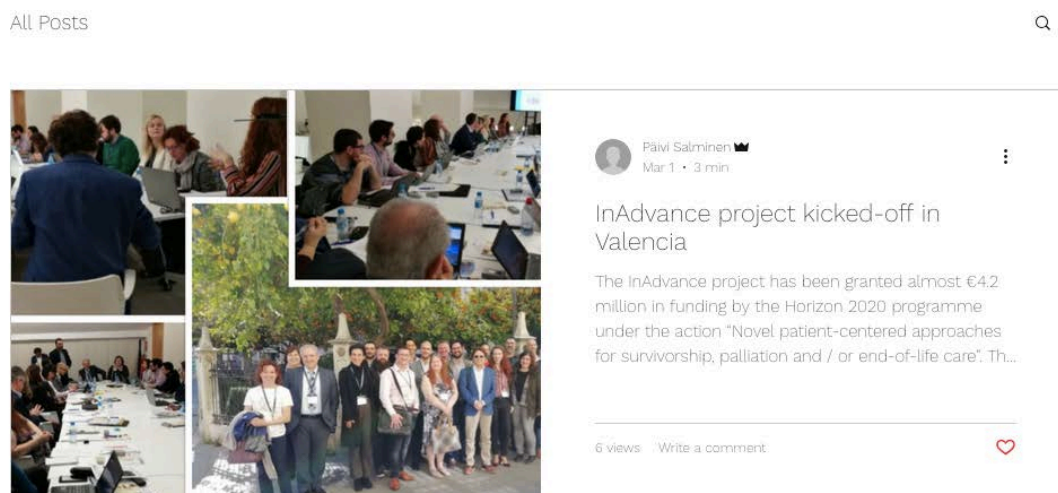
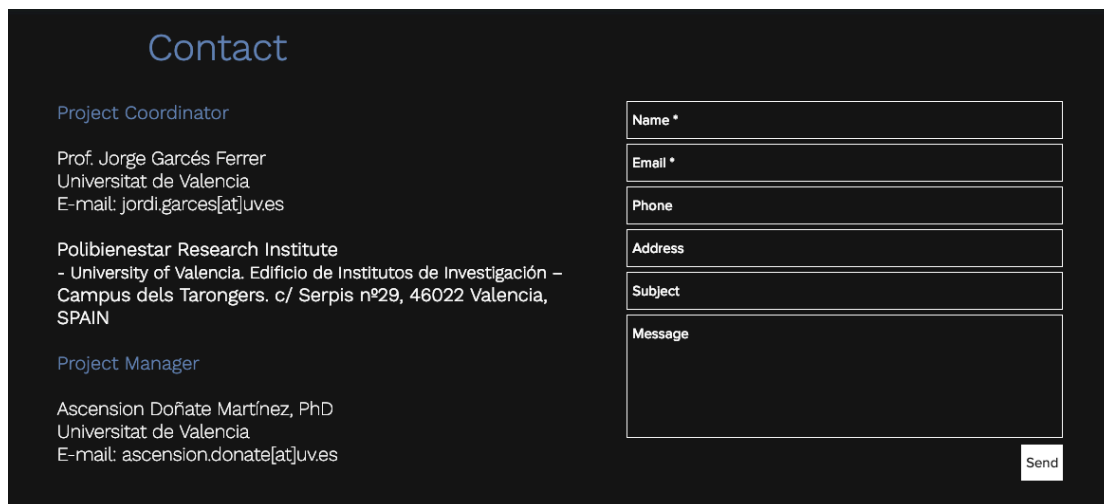


Figure 6 Blog page in the website

### 4.7 Contact

In the "Contact" page is the name and contact information of the Project Coordinator Prof. Jorge Garcés Ferrer and Project Manager Ascensión Doñate Martínez, and a contact form that is directed to the project email address of [info@inadvanceproject.eu](mailto:info@inadvanceproject.eu), which is accessed by Päivi Salminen from Salumedia, the Dissemination and Exploitation WP lead of the project.





**Contact**

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Name \*

Email \*

Phone

Address

Subject

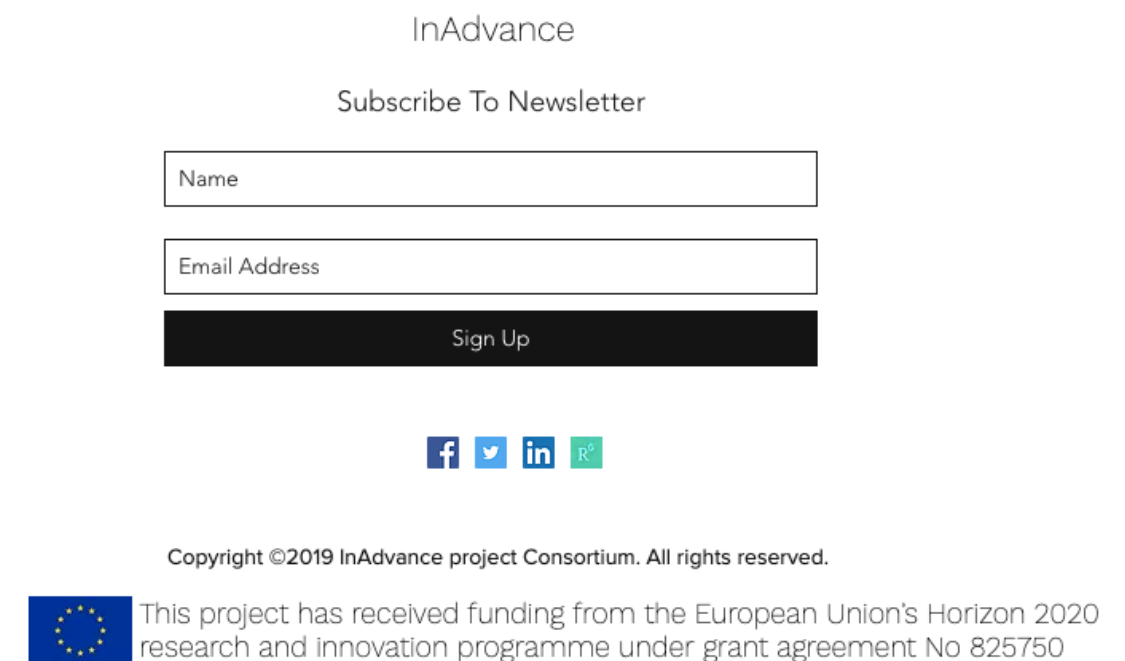
Message

Send

Figure 7 Contact information in the website

#### 4.8 Newsletter

At the bottom of each page is subscription form for the project’s newsletter. A semi-annual newsletter will be sent to subscribers briefing the main challenges and successes of InAdvance. The subscribers give their consent to receive the newsletter upon signing up from the website. The contact list is protected and stored electronically. Each newsletter will include clear instructions how to unsubscribe from receiving further information from the project.







InAdvance

Subscribe To Newsletter

Name

Email Address

Sign Up

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 This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 825750

Figure 8 Bottom of the page and subscription form to newsletter

### 5. Social media

These days social networking occurs online in different social media platforms. Social media offers easy access to a large population for disseminating information, news, and sharing content from the project. InAdvance is

responding to this by setting up social media accounts in Twitter, Facebook, LinkedIn and Research Gate. All the social media accounts have been linked to the project website. Separate URL's to these social media accounts are:

- **Twitter:** [https://www.twitter.com/@InAdvance\\_eu](https://www.twitter.com/@InAdvance_eu)
- **Facebook:** <https://www.facebook.com/InAdvanceProject>
- **LinkedIn:** <https://www.linkedin.com/groups/8764868/>
- **Research Gate:** <https://www.researchgate.net/project/InAdvance-Patient-centred-pathways-of-early-palliative-care-supportive-ecosystems-and-appraisal-standard>

The social media accounts are managed by Päivi Salminen from Salumedia with the support and contributions from the consortium members. The following guidelines are adhered to when publishing information on social media:

- Information must be meaningful, truthful, transparent and up-to-date.
- All posts should adhere to ethical guidelines.
- Posting on social media should be conducted in an honest, professional manner.
- Posts should raise awareness and build on the InAdvance project network.

## 5.1 Twitter

Twitter is a micro-blogging social network where users post short messages with a maximum of 280 characters. The InAdvance Twitter account (@InAdvance\_eu) was created on the 4<sup>th</sup> of February 2019 and is used for spreading information about the latest research on palliative care, multimorbidity and chronic conditions, news regarding the project itself, and promoting events and activities. Use of suitable hashtags (#) strengthens the impact and reach of messages. The established project hashtag is **#INADVANCEproject**, which should be used whenever the project is mentioned in a tweet.

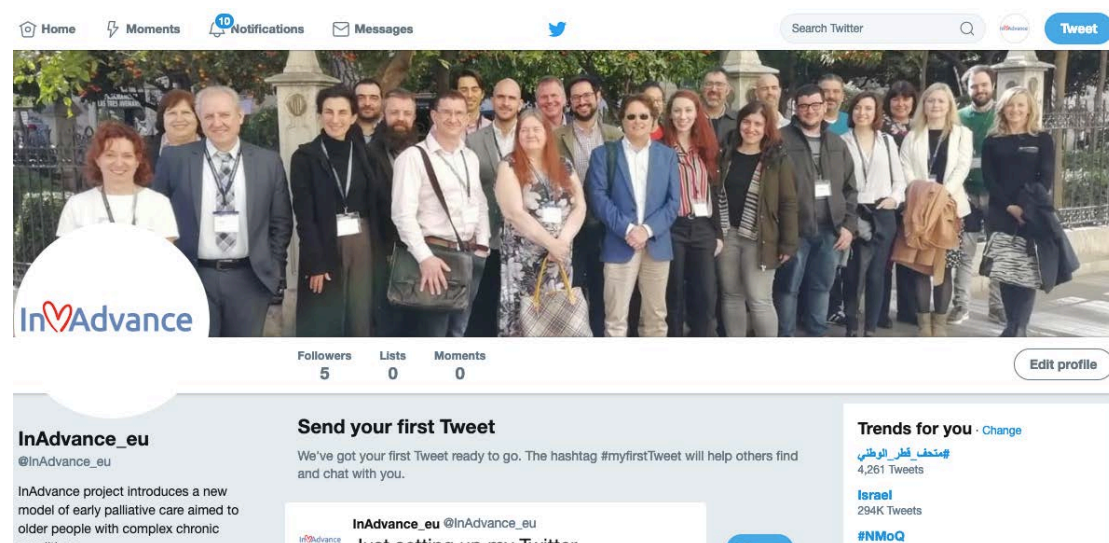


Figure 9 Screenshot of Twitter account

## 5.2 Facebook

Facebook page for InAdvance was established on the 27<sup>th</sup> March 2019. Facebook has so many active daily users worldwide that it is an important platform for connecting with the general public. InAdvance Facebook page is used for spreading information about the latest research on palliative care, multimorbidity and chronic conditions, news regarding the project itself, and promoting events and activities.

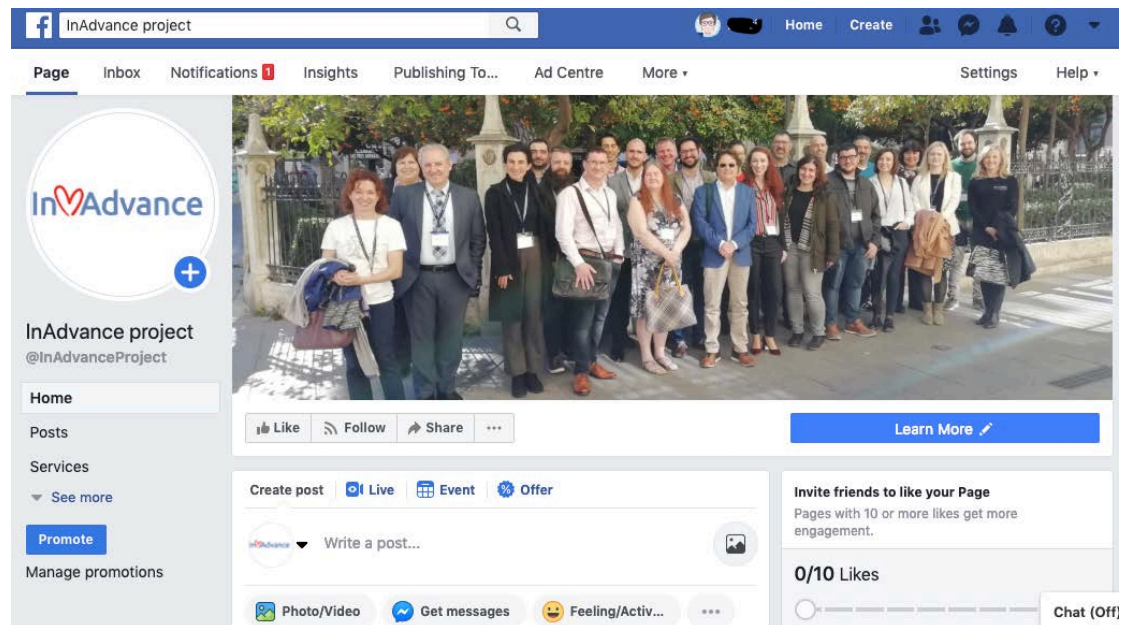


Figure 10 Screenshot of Facebook page

### 5.3 LinkedIn

LinkedIn is an online social network for professionals. The aim of the LinkedIn group is to unite all partners and parties of interest under the same messaging platform. The group can be used for reminding consortium members about upcoming events, spread news about new events, publications and research results, as well as to allow users to share and learn about different activities and advances within InAdvance in a professional manner. The name of the group is “InAdvance Project”, and it was created on the 27<sup>th</sup> of March 2019.

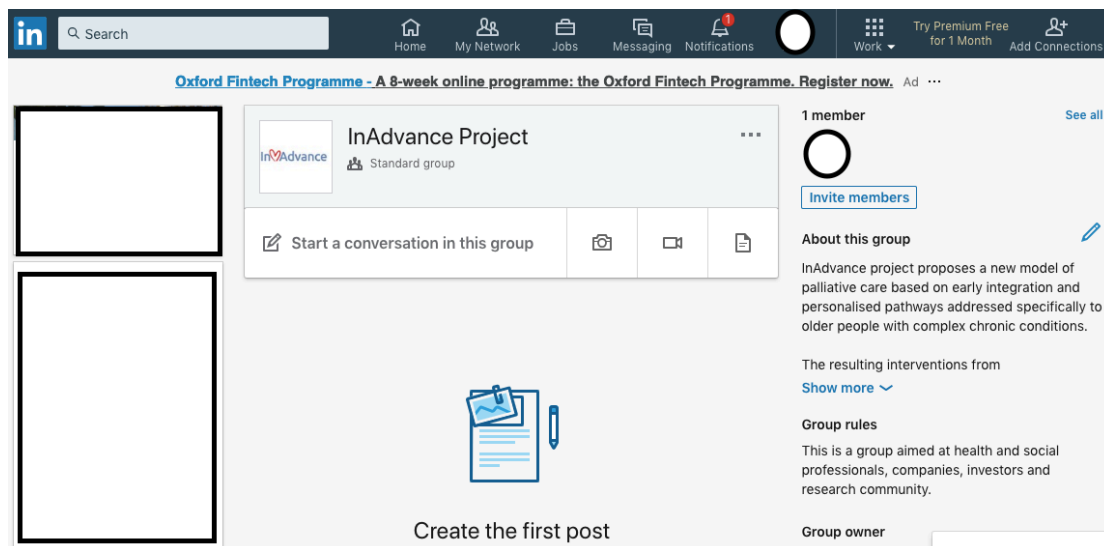


Figure 11 Screenshot of LinkedIn group

### 5.4 ResearchGate

ResearchGate is a social networking site for scientists and researchers. ResearchGate project page was established on the 26<sup>th</sup> March 2019, with the aim to create exposure for the project and interact with peers.

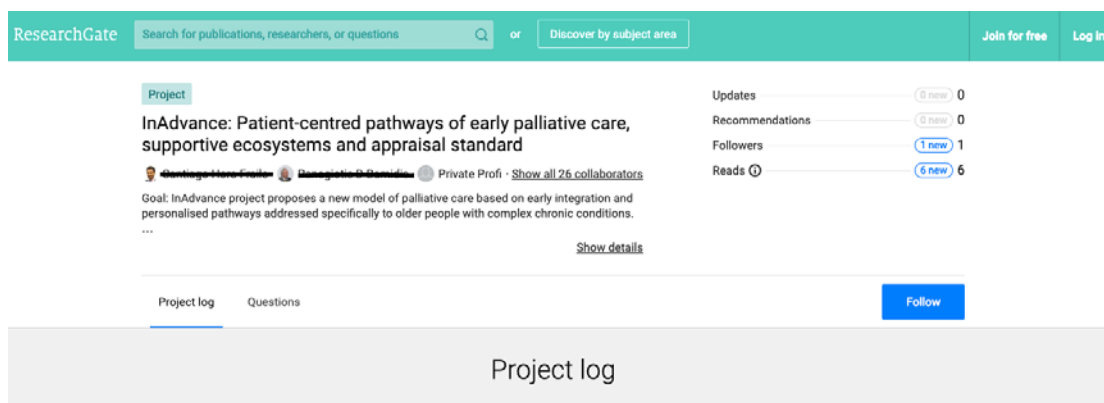


Figure 12 Screenshot of ResearchGate project page

## 6. Conclusions and next steps

The InAdvance project website has been designed, developed and published. The website is the project's core dissemination channel describing in detail scheduled activities, and the project structure and main objectives, as well as raising public awareness of palliative care.

InAdvance project's approach for increasing the amount of visits to and visibility of the website is to have an actively updated blog that is disseminated further through social media channels. For this purpose Google Analytics have been set for the website and will be analysed regularly.

All the strategic social media accounts have been created and they are operating. It is acknowledged that much work is needed to reach a stable follower base. This will be achieved through publishing interesting, meaningful and precise content on a regular basis. However, InAdvance social media presence is not limited to the pre-selected platforms. Consortium members are also urged to publish their presentations in SlideShare, which is a hosting service for presentations. In addition to this, all social media that is beneficial for the project can be added at a later stage such as YouTube, Instagram, Flickr, etc. The need for these additional social media accounts will be evaluated by the Dissemination and Exploitation Lead together with the Project Manager and Project Coordinator.