



VAST: Values Across Space and Time

D6.1: Project website & social media channels

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Executive Summary

The VAST website has been designed and implemented in a user-friendly manner so as to provide useful information about the project, the partnership, news, events, results and to include other relevant material accessible for downloading (such as public deliverables, press releases, produced software etc.).

The role of the VAST website is to be the focal point for project dissemination and to become an effective communication tool for external, to the partnership, audiences.

Website design is compliant with standard practices for improving usability for user navigation and content clarity.

The website has been setup in WordPress, an open source CMS (Content Management System) widely adopted as a back end system for website development.

Following partner discussions, two social media channels were chosen to help disseminate and communicate VAST's outcomes (Twitter and Facebook).

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Terms and Abbreviations

Abbreviation	Definition
VAST	Values Across Space and Time
CMS	Content Management System

1 Introduction

The purpose of this document is to give an overview of the VAST project website set up and structure, and to inform about the online channels that have been put in place during the first three months of the project for dissemination and communication purposes.

The VAST website will serve as a collaboration tool for knowledge, experience and best practice sharing, as well as for consolidation of results and dissemination support. In this deliverable the project's online presence until M3 is outlined; this includes the social media channels of the project.

In Section 2 follows a description of the VAST's online presence regarding the website structure and the social media channels to be utilised by the project. Finally, Section 3 concludes this deliverable.

1.1 Purpose and Scope

Making information available and easily accessible is an important contribution to the dissemination of the results of any EU-funded project. In VAST, the dissemination and communication activities aim to provide proper visibility of the project by creating appropriate visual and editorial support elements for all documents issued, as well as by ensuring a regular outward flow of information on the project's ongoing progress and results obtained.

To enhance the impact and improve the exploitation potential of VAST, a communication plan is being developed (to be delivered in M6) with the objective to raise general awareness about the project, to target important audiences and stakeholders, to generate discussion and to assist the release of scientifically and commercially significant results. This dissemination plan will cover several dissemination aspects, one of which is the VAST website.

The website will be the main channel which will carry project information to external audiences helping to showcase all related news about the VAST project, such as its vision, objectives and the pilots to be implemented. The website, along with the social media channels, are foreseen to incrementally provide project information and achievements, thus building up a community which will support the project and vice versa.

2 VAST's Online Presence

2.1 The project website

The VAST website (www.vast-project.eu) is structured in such a way to facilitate navigation across its different pages and sections. Website pages can be accessed through the top menu bar, which remains visible at all times, even when scrolling further down the page.

The website has been professionally designed using WordPress, an open source CMS (Content Management System) widely adopted as a back-end system for website development. NCSR Demokritos chose a WordPress theme corresponding to project needs, making sure that it is fully responsive and adaptive to different devices for ease of use on mobile phones, tablets as well as desktop computers.

It is structured in a way that allows updates as often as required by a trained professional, with considerably low effort, whenever new information is made available. The website uses a responsive theme that is fully customizable. The end goal is to make sure that all featured content is displayed in a user-friendly way, making it easy to navigate through its different sections and webpages. The project website is registered under the .eu domain under the URL:

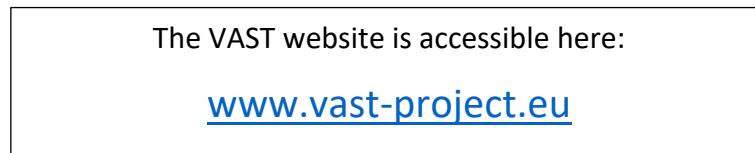


Figure 1: VAST project URL

When users land on the VAST website they see a slider, which includes custom-made banners showcasing the pilots of the project as shown in Figure 2.

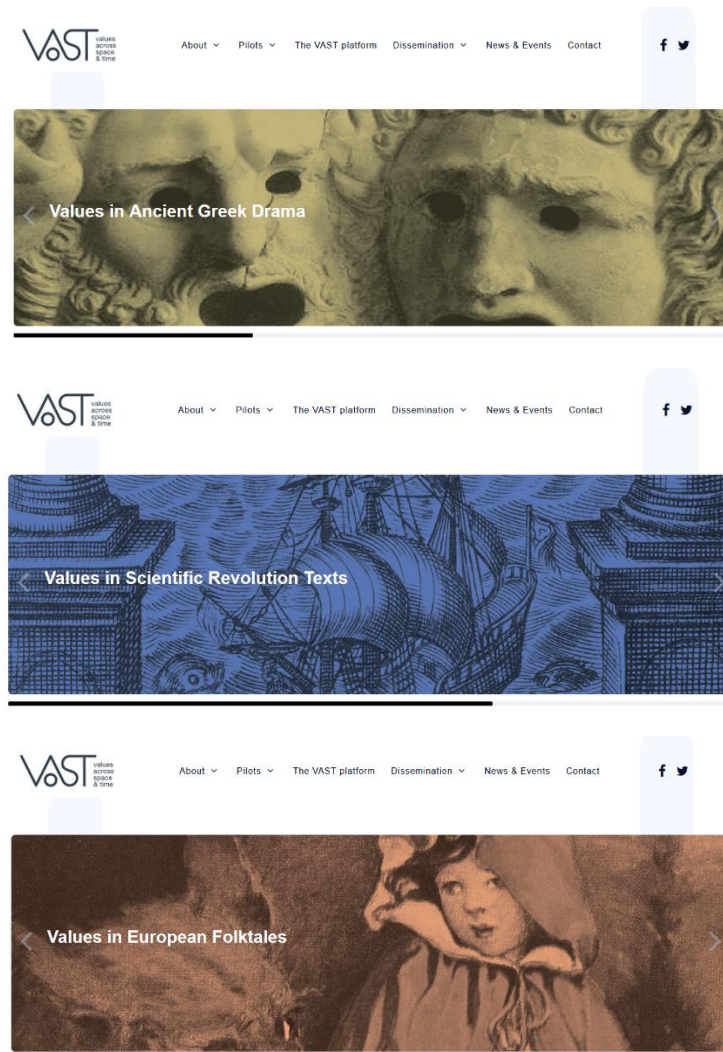


Figure 2: VAST project website slider on the homepage

The top menu bar contains the following six pages: **About, Pilots, The VAST Platform, Dissemination, News & Events, Contact**. Three out of six pages (About, Pilots, Dissemination) have a drop-down menu which expands once the user hovers over it allowing to choose to navigate to the deeper level behind what is shown on the homepage (Figure 3).

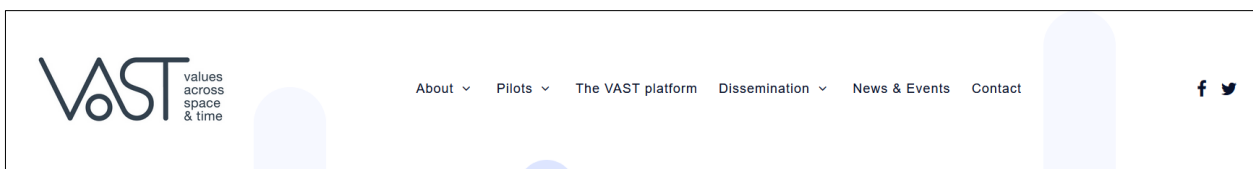


Figure 3: Top menu bar on the VAST project website

To monitor usage of the website and visitor behaviour, a Google Analytics account has been setup and linked to the website from the beginning so as to help extract statistics for reporting purposes.

2.2 The VAST Project Logo

An integral part of the project's identity is its logo as it provides recognizability to external audiences. A logo has been created for VAST (which also features on the website) by a professional designer along with a logo manual and [visual material which is available in a common folder for all partners to use](#).

The logo will accompany all produced promotional material (online and offline) helping to raise awareness amongst our audiences. Different logo options were prepared by WP6 Lead, NCSR Demokritos and were put up for voting, virtually during the kick-off meeting (10-11 December 2020).

The winning logo was the one shown below in Figure 4.



Figure 4: The official VAST Project Logo

2.3 Social Media Channels

Following initial iterations between partners during the KOM meeting and extensive follow up research by WP6 members, it was deemed appropriate to create two social media channels: Twitter and Facebook. The decision on the two social media was made as the research indicated that these were the two mostly used social media channels by most project partners and sibling projects with the largest follower base.

Additionally, to be able to focus dissemination and communication efforts efficiently and effectively it was deemed appropriate to avoid having too many social media channels that the partners and the community would fail to follow.

Twitter was chosen for brief and frequent updates and Facebook was chosen in order to reach out to the community with extended content by occasionally writing articles and sharing news. Both accounts were created in January 2021 and are being populated frequently.

Both social media channels are linked to analytics tools to help adjust communications activities.

2.3.1 Twitter

VAST's Twitter account is available under this URL: <https://twitter.com/projectVAST> and the corresponding handle is **@projectVAST** with currently 50 followers (Figure 5).



Figure 5: Official VAST Twitter account

2.3.2 Facebook

A Facebook page has been created under this URL: <https://www.facebook.com/VASTprojectH2020> with the corresponding handle **@VASTprojectH2020** with currently 66 followers and 58 likes on the page (Figure 6).

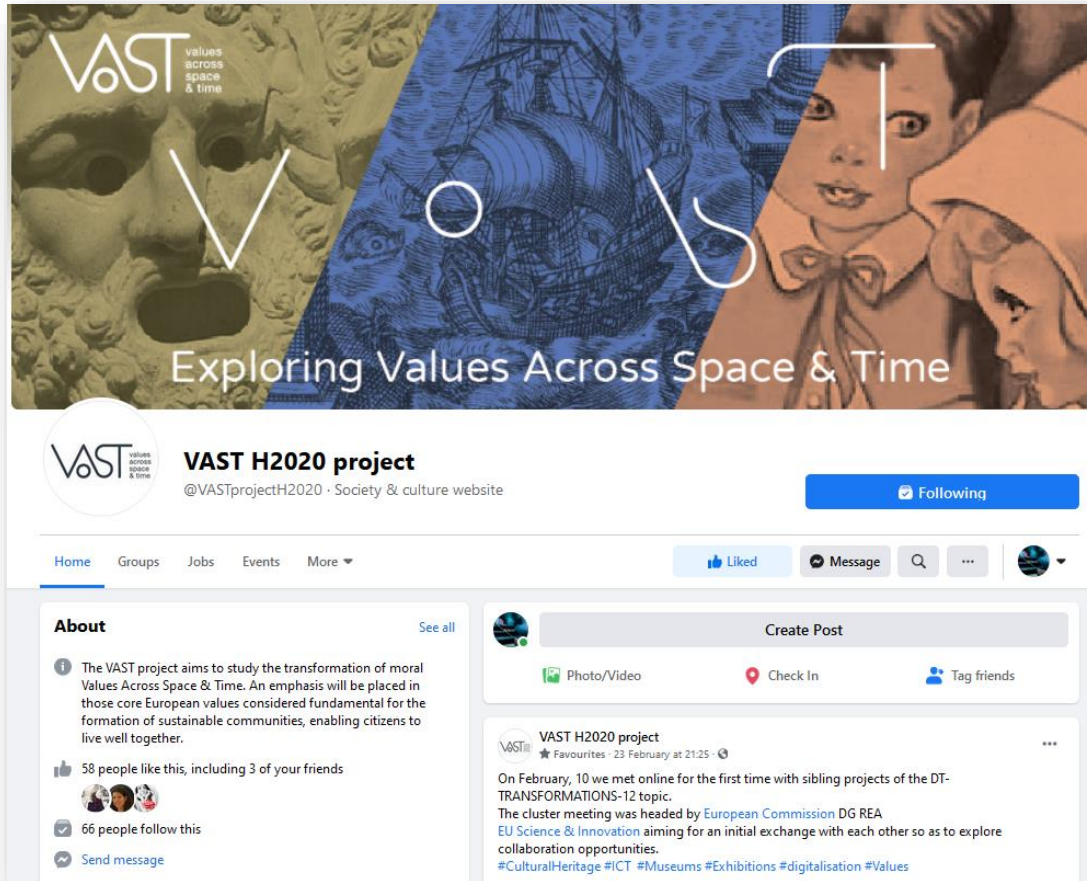


Figure 6: Official VAST Facebook page

3 Conclusions

The VAST website is the project's main online public dissemination channel. Along with the website, partners have agreed to run two social media accounts; one for Twitter and one for Facebook.

The abovementioned online channels of communication were put in place before M3 of the project. Following the creation of these online channels, NCSR Demokritos is responsible for gathering content from all partners, updating the material on the website and for creating and posting new content on social media with the assistance of all partners. The goal is for VAST to build a vibrant interactive community with the assistance of these online channels.

The layout of the website has been setup in a user-friendly manner, allowing for easily accessing produced material (e.g.: deliverables, reports and presentations). In a clearly displayed and noise-free background, accessible from any device (thanks to the responsive design applied to the website).

Finally, an Analytics tools have been setup and linked to the website and social media from the beginning so as to help monitor user behaviour and extract statistics for reporting purposes.

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