D9.2 - PROJECT WEB PRESENCE

<table>
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<th>DOCUMENT ID - TYPE:</th>
<th>D9.2 (REPORT &amp; WEBSITE)</th>
<th>PROJECT TITLE:</th>
<th>Smart Age-friendly Living and Working Environment</th>
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<td>DELIVERABLE LEADER:</td>
<td>ECHALLIANCE</td>
<td>GRANT AGREEMENT Nº:</td>
<td>826343 (H2020-SC1-DTH-2018-1)</td>
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<td>1 January 2019</td>
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<td>BYTE S.A.</td>
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## AUTHORS - CONTRIBUTORS

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paula Dougan</td>
<td>ECHAlliance</td>
</tr>
<tr>
<td>Valentina Tageo</td>
<td>ECHAlliance</td>
</tr>
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## PEER REVIEWERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tr>
<td>Charalampos Vassiliou</td>
<td>BYTE</td>
</tr>
<tr>
<td>Carina Dantas</td>
<td>CDC</td>
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## REVISION HISTORY

<table>
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<th>Version</th>
<th>Date</th>
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<tr>
<td>0.1</td>
<td>03.03.2019</td>
<td>Paula Dougan (ECHAlliance)</td>
<td>First draft – internal ECHAlliance review</td>
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<tr>
<td>0.2</td>
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<td>Second draft - edits to align with new format. For internal ECHAlliance review.</td>
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<td>Valentina Tageo (ECHAlliance)</td>
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<td>Carina Dantas (CDC)</td>
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# Table of Contents

1. **Introduction** .................................................................................................................. 9  
2. **Development of website** ............................................................................................... 10  
   2.1. Technical aspects ........................................................................................................... 10  
   2.2. Overview of website ...................................................................................................... 10  
   2.3. Website structure .......................................................................................................... 11  
      2.3.1. Website pages ........................................................................................................ 12  
      2.3.2. Website analytics .................................................................................................. 21  
3. **Social Media** .................................................................................................................. 23  
   3.1. Summary of SmartWork social media .......................................................................... 23  
   3.2. SmartWork Community Manager .............................................................................. 24  
   3.3. Social Media analytics ................................................................................................. 24  
   3.4. Summary of Partner websites and social media ............................................................ 24  
4. **SmartWork Visual Identity Manual** ............................................................................... 26  
5. **Conclusion** ..................................................................................................................... 29
Index of Figures

Figure 1: Home Page ........................................................................................................... 11
Figure 2: Project menu........................................................................................................... 13
Figure 3: Background page................................................................................................... 13
Figure 4: Vision page ........................................................................................................... 14
Figure 5: Milestones page.................................................................................................... 15
Figure 6: Target groups ....................................................................................................... 15
Figure 7: Services page ....................................................................................................... 17
Figure 8: Pilots page ............................................................................................................ 18
Figure 9: Public deliverables page........................................................................................ 19
Figure 10: Partners page - overview ................................................................................... 19
Figure 11: Partners page - details ....................................................................................... 20
Figure 12: Blog page ........................................................................................................... 21
Figure 13: Contact page & Subscribe to Newsletter Form....................................................... 21
Index of Tables
Table 1: Audience reach of SmartWork Partners – January 2019 .......................................................... 24
1. Introduction

The SmartWork Communication and Dissemination Strategy is well-defined and based on specific objectives designed to maximize the impact of the project both during, and beyond, the end of the funding period. It will ensure publicity and wide exposure for project activities and results to targeted stakeholders and the media, and facilitate the use of these results beyond the project's lifetime.

The SmartWork Communication and Dissemination Plan (D9.1) provides a framework for communication and dissemination activities in the SmartWork project.

Within this framework, the project website, www.smartworkproject.eu, is the main communication channel for showcasing the project to stakeholders and the wider public. It is linked to the project’s social media accounts (Twitter, LinkedIn and Facebook), and all dissemination and communication activities will signpost to the website as the main source of project information. It also communicates clearly the SmartWork visual identity with the logo and branding.

The website, together with associated social media and the project’s visual identity, constitute D9.2, ‘Project Web Presence’. This document accompanies the website and provides an overview of its development, technical aspects and key features. It also includes a summary of the project’s social media (this is covered in detail in D9.1), analytics and the SmartWork Visual Identity Manual.

This deliverable is part of Work Package 9, led by the European Connected Health Alliance (ECHAlliance).
2. Development of website

2.1. Technical aspects

The SmartWork website operates using WordPress 5.1.1 with the ‘Bridge’ theme. The site uses the WP Bakery tool which is a drag and drop page builder. This gives enhanced control over design and layout of site content without editors or administrators needing to be HTML or programming experts.

Following website publication, the process of SEO optimization has just commenced. A number of plugins will be used to enhance SEO positioning, including Yoast, W3 Total Cache and Smush. Loading time, meta-descriptions, titles, urls and ALT tags will all be taken into account in optimising SEO.

The website benefits from a number of security features. Recaptcha from Google (not visible) has been installed to avoid malware, particularly entering through the ‘Contact’ form. The WordFence plugin has also been installed to enhance security. This is in addition to standard security features provided by the server company. Website visitors registering interest in the project are being captured via a GDPR compliant Mailchimp form.

2.2. Overview of website

The SmartWork website is the main communication channel for showcasing the project to stakeholders and the wider public. It will be continuously updated the website with project blog posts, events, pilot updates, results and opportunities for different user groups to engage with the project.

For a project that combines different academic and technical areas, the SmartWork portal could easily become cluttered and confusing. To prevent this happening, the website has been designed around the needs of the general visitor as the intended target audience.
2.3. Website structure

The website architecture is as follows:

- Home
- Project
  - Background
  - Vision
  - Milestones
  - Target groups
  - Services
  - Pilots
- Resources
  - Publications
  - Public deliverables
- Partners
- Communications
  - Blog
  - Events
  - Communication materials
2.3.1. Website pages

Home:
The ‘Home’ page contains a brief description of the SmartWork project, the latest blog posts and links directly to both the ‘Subscribe to our Newsletter’ option and the project’s social media feeds (Twitter, Facebook and LinkedIn).

The footer is fixed on all pages and contains the headlines from the latest blog posts, displays the latest Twitter activity, a link to the Privacy Policy Statement and Cookies and a statement acknowledging the support received from the EU’s Horizon 2020 research and innovation programme.

There is also a ‘Search’ box located beside the main menu which allows website visitors to search for keywords.
Project:
From the ‘Project’ tab, website visitors can navigate through general information on the project, its background, vision, key milestones, target groups, services and the pilot tests.

Background:
The ‘Background’ page details the rationale for the SmartWork project.
**Vision:**

The ‘Vision’ page states the SmartWork vision in an expandable three-part menu, and (scrolling down) the project’s four key objectives.

**Figure 4: Vision Page**
Milestones:
The ‘Milestones’ page lists the key milestones in the SmartWork project, beginning with the project launch in January 2019 and continuing through Year 1 to 3 until December 2021.

Target groups:
The ‘Target groups’ page describes the three main user groups of SmartWork: older office workers, employers and carers.
Services:
The ‘Services’ page provides details on the suite of services available to office workers, employers and carers in the SmartWork system.

Pilots:
The ‘Pilots’ page provides details on the two stages of testing (1) User Needs and Requirements Analysis and (2) Real life testing.
Resources:

The ‘Resources’ menu branches out to two separate pages, one for Public Deliverables and the other for Publications. Content will be added to these as it is generated.

**Figure 9: Public Deliverables page**

Partners:

The ‘Partners’ page provides an overview of all the partners in the SmartWork Consortium, as well as their logo which links directly to their website. In addition, there is a ‘Discover the team’ link which takes the user directly to the team members of each organisation, providing a photo, short bio and email address. This will facilitate the requesting of information and enable knowledge transfer beyond the Consortium.

**Figure 10: Partners page - overview**
Communications:

The ‘Communications’ menu branches out to blog, events, materials and newsletters.

The online blog will be updated regularly, at least every month, with content collected from partners on a monthly basis e.g. on relevant SmartWork activities and events, any results for dissemination and the latest news in the active ageing at work field. These posts will be ~300 words and they will include a picture (free of rights). The topics for the blog posts will be related to SmartWork, and they will be reviewed by the Coordination Team at least one week before the post is released. A calendar will be circulated among partners, it will show the envisaged plan for each blog post, including the author partners and the dates for each of them. Bite-sized blog updates will be shared through the social networks linking the audience directly back to the website for the full blog post.
The ‘Events’, ‘Materials’ and ‘Newsletters’ page will be updated with content as it is generated.

**Contact:**

The ‘Contact’ page allows website visitors to register their interest in receiving SmartWork project updates and newsletters, and they can also opt to leave a message.

All other SmartWork communication channels will signpost the audience to the project website, which will feature the latest up to date information on the project.

### 2.3.2. Website analytics

The website will collect metrics on visits and overall website activity using Google Analytics. Further details on how we will use this data is included in D9.1 (section 4.3.2) so a short overview is provided here.

In summary, analysis will provide intelligence on e.g. what visitors are most interested in, where SmartWork content should be placed to get most views, visitor demographics and the effectiveness of social media in driving visitors to the website. These insights will help to continuously refine the Communications Plan so that it meets the objectives of the SmartWork project and reaches the target audience.

The key performance indicators (KPI) for the website relate to:

- Website visits – a baseline of 10,000 visits during the project lifetime, aiming to reach at least 30,000 visits during the lifetime of the project
• Downloads – a baseline of 200 average downloads per public deliverable in the first 12 months after publication, aiming for 500 downloads per public deliverable. The number of downloads per deliverable may vary due to the nature and contents of each deliverable and the level of public interest in them i.e. there may be more interest in D8.6 (SmartWork Roadmap) than D9.1.
3. Social Media

Social media networks play a central role in the project’s web presence. This is addressed in detail in D9.1 so a short overview is provided here.

3.1. Summary of SmartWork social media

Facebook, Twitter and LinkedIn accounts have been created for the SmartWork project. These networks will communicate project announcements and developments in short bite-sized messages suitable for this type of media. As well as ‘pushing’ information out, the social media channels will provide different fora for stakeholders to engage with the project, and will encourage open dialogue on SmartWork. Different social networks will be used to address different target audiences:

- **LinkedIn: SmartWorkEU**
  LinkedIn is generally more business-oriented and so in terms of intended target audience, it will be an effective platform from which to communicate with employers and employees, as well as the scientific community and other EU projects and initiatives in similar focus areas. It will help to share blog posts and articles written for the project website (and also results as the project progresses), as they will give the audience a taster of the article and then directly link them to the website for the full publication. The indicative KPI is a baseline of 30 LinkedIn posts per year (aiming for 50), while the KPI in terms of followers is a baseline of 300.

- **Facebook: smartworkeu**
  Facebook tends to be a more informal communication channel, and for that reason will be an effective channel through which to engage with carer as the intended target audience, and will allow the Consortium to collect insights and feedback from them, as well as to announce relevant project events like information days, workshops etc. The indicative KPI is a baseline of 300 likes per year (aiming for 500) and 400 followers.

- **Twitter: @SmartWorkEU**
  Twitter is aimed at all SmartWork target audiences and will help to direct project blog posts and announcements to the target groups by using hashtags and handles relevant to the SmartWork project and related areas. The official SmartWork hashtag #SmartWorkEU will be combined with the most popular hashtags related to this topic, and more detail on this is provided in D9.1. The indicative KPI is a baseline of 30 tweets per year (aiming for 50) and 500 followers.
3.2. SmartWork Community Manager

D9.1 (section 4.3.1) provides details on how ECHAlliance, as WP9 lead will act as the SmartWork Community Manager, helping to build, grow and manage SmartWork’s online presence, so a short overview is provided here.

In summary, ECHAlliance will manage the SmartWork website and social media, in terms of generating lively and engaging content to keep them updated. The approach will be organised and methodical, with partners being prompted on a monthly basis to provide updates on latest SmartWork activities and events, any results for dissemination and the latest news in the active ageing field.

3.3. Social Media analytics

As online Community Manager, ECHAlliance will monitor SmartWork online activity and analyse the metrics produced by Google Analytics (website), Facebook Insight, Twitter Analytics and LinkedIn Analytics. This analysis will provide intelligence on e.g. what visitors are most interested in, where SmartWork content should be placed to get most views, where (which platform) users are most engaged, how effective the social networks are at driving visitors to the website, the demographics of the audience. These insights will help to continuously refine the Communications Plan so that it meets the objectives of the SmartWork project and reaches the target audience. More details on this are provided in D9.1.

3.4. Summary of Partner websites and social media

D9.1 (section 4.3.3.4) provides details on the role of Partner websites and social media so a summary is provided here. Consortium partners will promote the SmartWork project to their own audience and networks, by presenting it on their organisation’s website and sharing SmartWork blog posts and activities on their social networks. They will individually post information about SmartWork in such a way as to drive traffic towards the website and gather interest in the various online communities.

All partners will actively participate in sharing SmartWork blog posts and disseminating results on Twitter, LinkedIn and Facebook, by retweeting, using relevant hashtags, tagging consortium partners, liking and sharing posts. D9.1 sets out in more detail how partners will optimise their social networks so as to enable a multiplier effect in reaching an increased audience.

<table>
<thead>
<tr>
<th>Partner</th>
<th>Twitter account</th>
<th>Mailing list size</th>
<th>Twitter followers</th>
<th>LinkedIn followers</th>
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<td>39,500</td>
<td>10,888</td>
<td>45,365</td>
<td>50,823</td>
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**Table 1: Audience reach of SmartWork Partners – January 2019**

The SmartWork Consortium has developed a logo centred on the process of creating a healthy workspace to suggest that the outcomes of SmartWork will be the result of a considered and well thought-out collaborative process. The logo can be used as a ‘SmartWork quality hallmark’ applicable to all SmartWork products, and is embedded in a circle as a reference to artificial intelligence (AI).

The logo is supported by a palette of colours and fonts, as displayed in the SmartWork Visual Identity Manual.
Colour Palette

Harabara Mais

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Secondary Typography

Avenir Family

Avenir Light

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Medium

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Avenir Black

ABCDEFHGIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
5. Conclusion

The SmartWork website, social media channels and visual identity are crucial for the impact of the whole project, and feature as key components in the overall Dissemination and Exploitation Strategy to ensure the sustainability of the services and outputs developed by the project, both during and beyond the end of the funding period.

The SmartWork Consortium is committed to using these channels to maximize the project outcomes and benefits, to reach the widest possible audience and to ensure the sustainability of the services and outputs developed by the project.