D2.5 — Report on Content Generation

WP2 — Communication, Dissemination & Innovation Management

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ABSTRACT	This deliverable presents the 1st PathoCERT report on Content generation.		

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ABBREVIATIONS/ACRONYMS

UCY   University of Cyprus

FR   First responders

1 Introduction

The deliverable 2.5 'Report on Content Generation' has been developed in the context of the PathoCERT Work Package Two 'Communication, Dissemination & Innovation Management' which is dedicated to raising awareness of PathoCERT research results across different audiences, promoting the use of the project's results and maximising the project's overall impact.

Within this framework, this report has been produced with the aim to give an overview of all the PathoCERT activities and appearances on online channels (websites and social media), as well as on traditional mass media (press, TV, radio) that contribute to increasing the visibility and impact of the project.

The variety of the PathoCERT target groups necessitates the use of several channels to effectively inform, communicate and engage with its many audiences. As specifically defined in the project's Communication and Dissemination Strategy, PathoCERT project aspires to attract the scientific community; government and policy makers; industry; and public and citizen NGOs.

Digital dissemination is seen as a very effective way to reach, influence and develop links with all the target groups of the project. To this end, a wide use of social networks and a variety of websites and social media channels have been used, as a far-ranging and powerful means to inform stakeholders and engage them in the project's progress. At the same time, to reach these different audiences, all project partners within their countries' geographical reach, implemented a number of press and media activities that resulted in a wide outreach and strong impact on the targeted audiences. Press, TV, and radio are all distinctive channels that fall under the category of mass media/communications suitable to reach a large audience for information sharing.

This report is divided into three main sections, starting with the background on the development of the project's brand identity and style guide as the starting point of the project's promotion. The second part of the report focuses on the online dissemination work implemented until the sixth month of the project, while the third part revolves around the consortium's efforts to disseminate the project's start and activities through mass media (press, TV, radio).

2   Background

PathoCERT is a project that aims to strengthen the coordination capability of first responders when they work in places where the risk of contamination via water is quite high. Within this scope, the project will produce pathogen contamination emergency response technologies and tools to be validated by first responders, helping them to detect pathogens quickly and to better control emergency situations. To attain its overall goal, PathoCERT will need to address several multidisciplinary and interlinked objectives and to achieve this, Communication and Dissemination activities play a pivotal role.

2.1   Style Guide & Identity

To communicate the project to different stakeholders in a professional and engaging way, the communications team of PathoCERT project started the work with the creation of an appealing logo, a detailed style guide, and power point templates and materials that can be used when partners are disseminating the project to external and internal audiences. A series of screenshots from the materials created are featured below to demonstrate the concept of the logo adopted, the colour palette of the project, as well as the templates created for dissemination purposes.

Figure 1: Logo concept
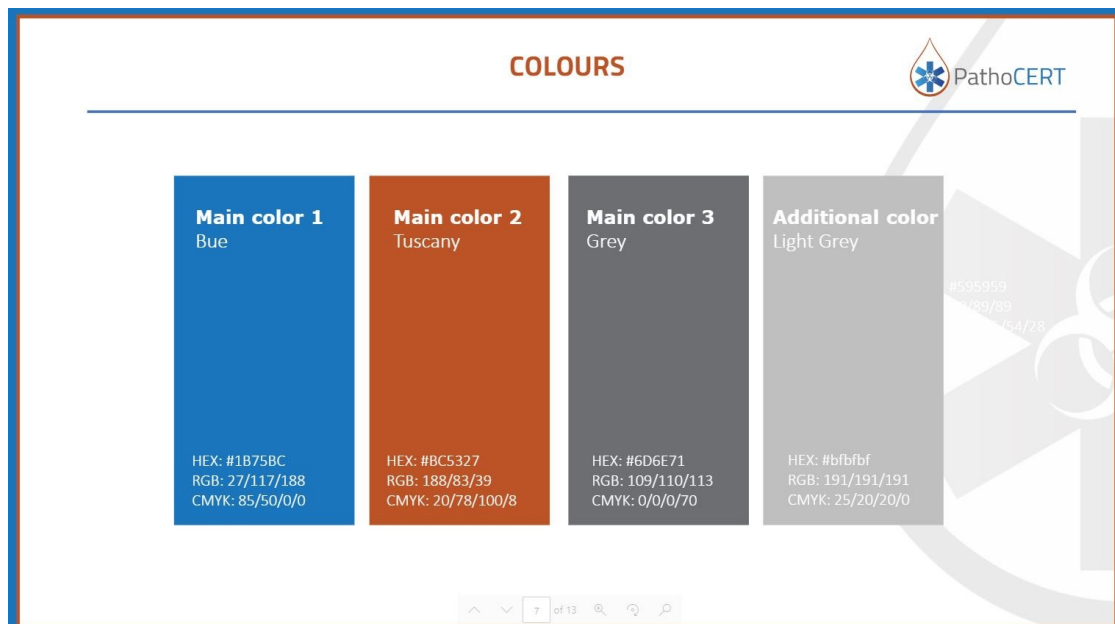
Figure 2: PathoCERT's colour palette
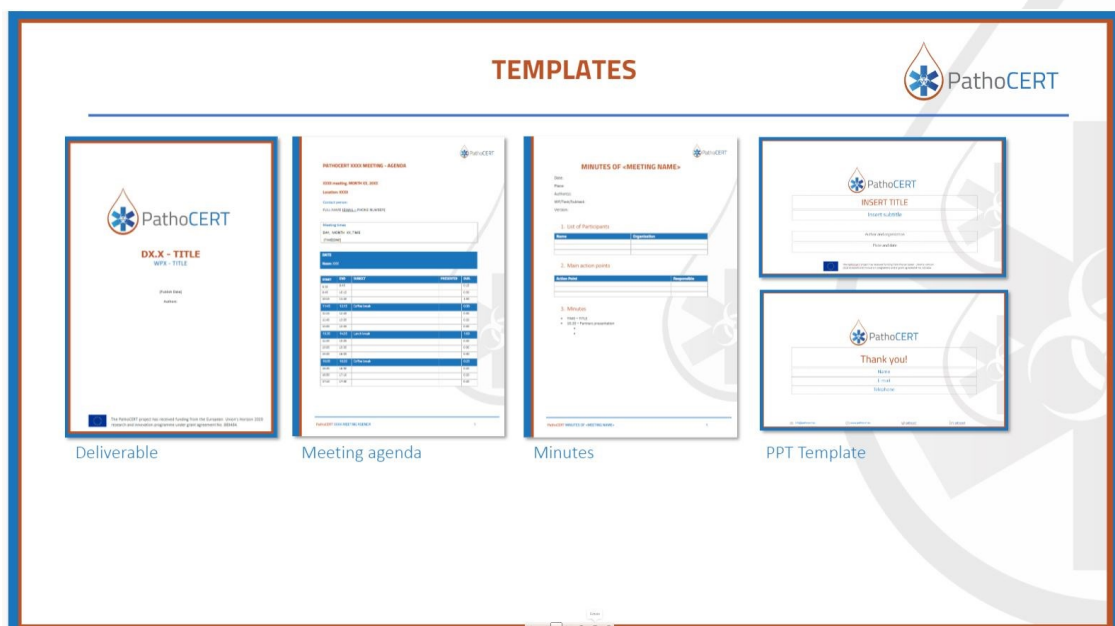
Figure 3: PathoCERT's official templates

3 Online Dissemination

3.1 Websites

The PathoCERT developments were published in various websites from all around Europe. The webpages that featured the projects' news follow in the table below.
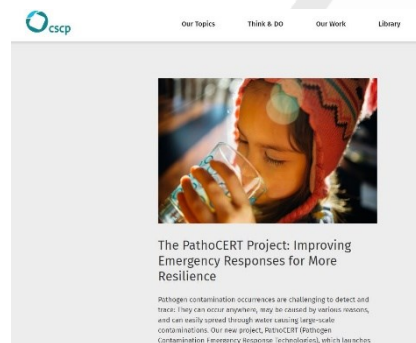
Name of the website	URL
Fraunhofer	Click
Water Europe	Click
Ministry of Interior: Communication Information Systems Directorate	Click
MKlab	Click
CSCP	Click
KWR	Click
KIOS	Click
EURECAT	Click
Hellenic Rescue Team	Click
Veolia	Click
EYATH	Click
WaterShare	Click
NTUA	Click
Satways	Click
Innovation Origins	Click

Examples of PathoCERT's online posts

3.2 Social Media Channels

Social media presence is vital for the project to reach its target audiences and achieve its communication and dissemination objectives. PathoCERT project aspires to have a strong online presence though its own channels but also through engaging with its partners' channels, as well as the ones of targeted stakeholders that could function as multipliers of PathoCERT's messages and impact.

3.2.1 PathoCERT Social Media Channels

The PathoCERT social media strategy involves the dissemination of the project's news, activities and results though two main channels: Twitter, and LinkedIn. These two channels have been identified and selected as the best means to reach out to our target groups at the moment; to attract the relevant stakeholders for the project's progress; to increase and maintain our stakeholders' engagement and productivity throughout the whole duration of the project; and to give PathoCERT exposure and visibility not only to a European but also a potential global audience.

Twitter

The PathoCERT twitter account was set up in November 2020 with the aim to disseminate the project's results; update the project's followers with the key activities and current news of the project; and drive more traffic into the project's official website and results when they are available online. Over the last three months, the twitter account was being continuously updated with instant project-related news, as well as information linked to the project's followers' activities.

Figure 5: PathoCERT Twitter account

Until today, the Twitter account of the project has attracted the attention of 40 followers. Through the Twitter analytics app, it has been counted that the tweets of the PathoCERT project have gained 7.300 impressions over the first three months.

Period	Number of Impressions
November-December 2020	2.300
January-February 2021	4.000

Among the top tweets of these three full months of Twitter activity are:

## LinkedIn Page

Figure 6: PathoCERT LinkedIn page

The aim of the PathoCERT LinkedIn page has been to share the PathoCERT news, updates and events but also other project-related news that can be informative and interesting for the project's page.
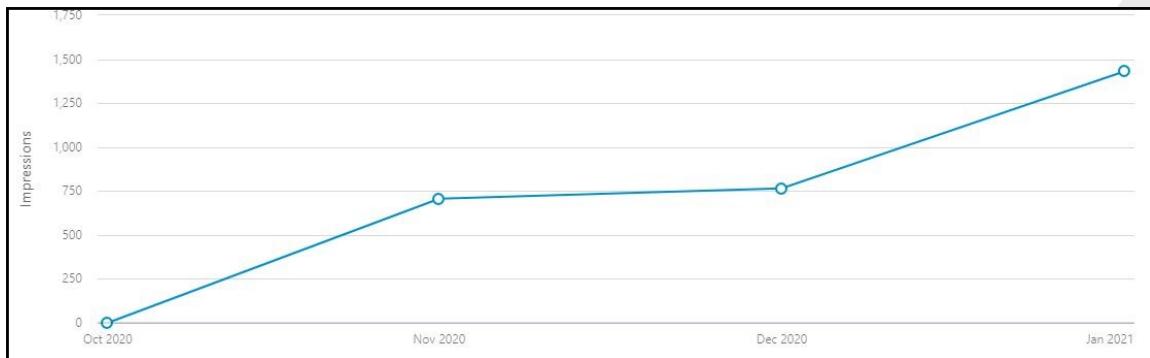
So far, the project's page has attracted 50 followers and more in particular, the project appears to have an increasing number of impressions, engagement rate and followers over the last three months, according to the analytics feature of the LinkedIn page.
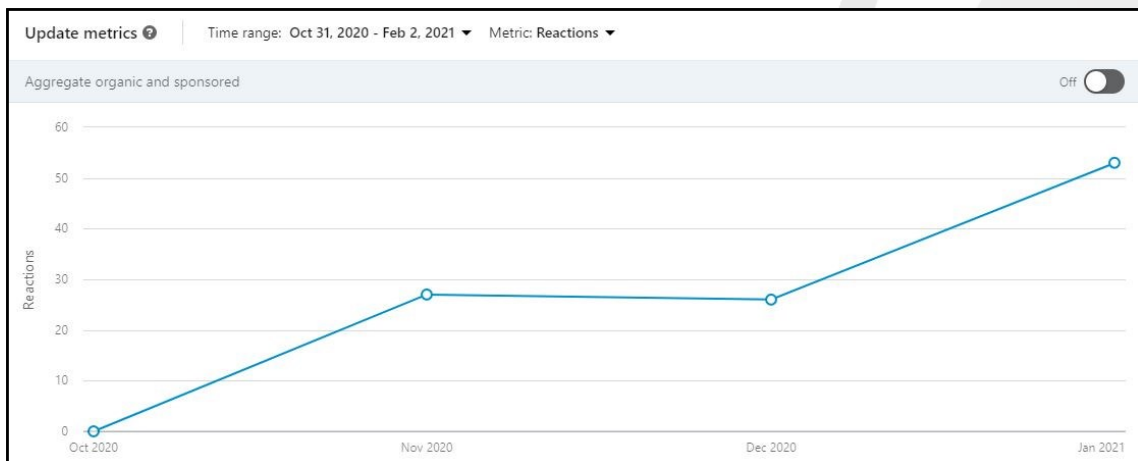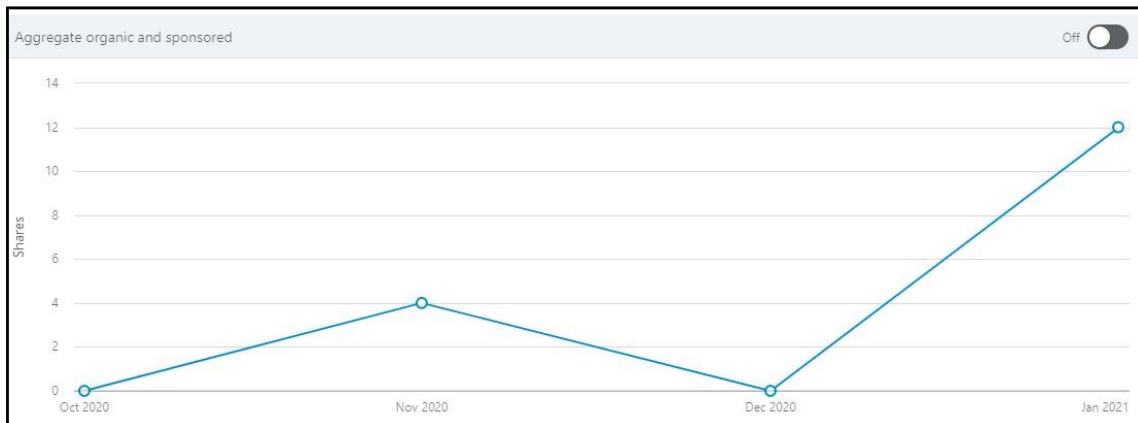
Visitors graph
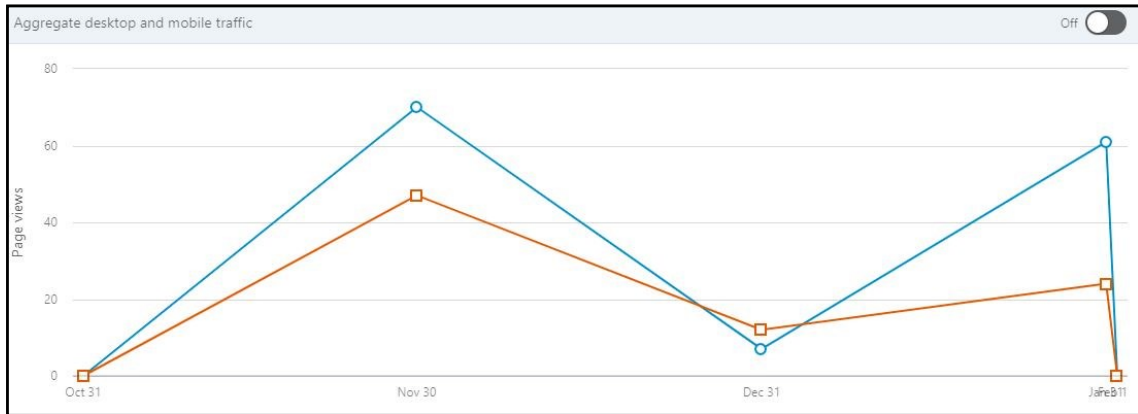
Impressions graph

Reactions graph

Shares graph

3.2.2 PathoCERT in other Social Media Networks

In parallel with the official social media networks of PathoCERT project, the consortium partners were engaged in using their organisations/companies' existing social media networks to further disseminate the developments of the project, by posting information and news about the project so that they reach out to their extensive networks within industry, business, public sector organisations, and the research community. Based on the communications and dissemination reporting, PathoCERT partners' activities are monitored in three main channels: Twitter, LinkedIn, and Facebook.

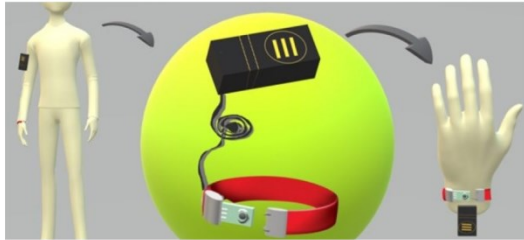| Name of the website	URL
EAYTH Facebook	Click
EYATH LinkedIn	Click
Hellenic Rescue Team Twitter	Click
KIOS Twitter	Click
NTUA Twitter	Click
NTUA LinkedIn	Click
Water Europe Twitter	Click
Water Europe LinkedIn	Click
UCY Twitter	Click
CSCP LinkedIn	Click
UMF "Iuliu Haţieganu" Cluj-Napoca Twitter	Click

4 Mass Media

Media coverage of a project's developments and results is quintessential for making the results and deliverables of a project available to the targeted stakeholders, and the wider audience is essential for take-up, and take-up is crucial for the success of the project and for the sustainability of outputs in the long term.

4.1 Newspapers/Magazines

Either in electronic or paper format, newspapers and magazines have been among the most effective dissemination weapons for the visibility of the project in every phase of its development. PathoCERT partners have been channelling the project's news to a variety of news organisations.

Name of the website	URL
Ahora Granada	Click
Cronica de Cluj	Click
eClujeanul	Click
Cluju.ro	Click
Agerpres	Click
360medical	Click
Ro Health Review	Click
Critic Național	Click
Amos News	Click
DC Medical	Click
Viața Medicală	Click
Ziare Live	Click
Gazeta de Cluj	Click
Cluj24	Click
Paidia-News (Cyprus)	Click

Examples of PathoCERT's news pieces online

4.2   Television

Television is a very powerful medium that can put a project's work in front of thousands of viewers in only a few minutes. During these first months, PathoCERT project has appeared on TV in the following occasions:

Date	Name of the Channel	URL
21.10.2020	TVR Cluj	Click
22.10.2020	TVR Cluj	Click

Examples of PathoCERT's appearances on TV

4.3   Radio

Radio can play an important role in pushing out content to audiences, enabling even complex messages to be successfully delivered. So far, news about PathoCERT project has been disseminated through EBS radio.

Date	Name of the Channel	URL
19.10.2020	EBS Radio	Click