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PathoCERT

D2.7 — 3rd Report on Content Generation

WP2 — Communication, Dissemination & Innovation Management

16/02/2022

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ABSTRACT	This deliverable presents the 3rd PathoCERT report on Content generation, focusing on the online content as well other dissemination activities.		

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Executive Summary

The deliverable 2.7 “3rd 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. This deliverable summarizes the online dissemination work implemented throughout the previous six months (M12-M18), as well as the consortium’s efforts to disseminate the project’s activities through mass media (press, TV, radio).

1 Introduction

The deliverable 2.7 "3rd 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.

Following the two previous reports on content generation (D2.5 & D2.6) covering the first year of the project, this report functions as a continuation that offers an updated overview of all the PathoCERT activities and appearances on online channels (websites and social media) and traditional mass media for the period of September 2021 to February 2022.

As specifically defined in the project's Communication and Dissemination Strategy, the PathoCERT project aspires to attract the scientific community, government and policymakers, industry, and public and citizen NGOs, setting the basis for the use of a variety of channels to effectively inform, communicate and engage with its many audiences.

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 continue to being 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, are implementing several press and media activities, resulting 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.

In line with the structure of the previously submitted reports, this document is divided into two main chapters. The first chapter revolves around the online dissemination work implemented throughout the last six months, while the second one focuses on the consortium's efforts to disseminate the project's activities through mass media (press, TV, radio).

2 Online Dissemination

To help first responders address waterborne pathogen contamination efficiently, PathoCERT needs to address several multidisciplinary and interlinked objectives and to achieve this, Communication and Dissemination activities play a paramount role. Since the project's start, several communication tools and channels are used to ensure the successful dissemination of the PathoCERT's activities either through digital or mass media channels.

2.1 PathoCERT Website

As one of the main channels for the project's communications, the PathoCERT website (https://pathocert.eu/) doesn't only provide visitors with key information on the project's objectives, case studies and results, but is also regularly updated with the project's developments, news, events and other opportunities that could be interesting and relevant for the website's visitors. From September 2021 to February 2022, the PathoCERT website was updated 12 times with content varying from partners participating to events, the project's newsletter, interesting opportunities and others, as featured in the screenshots presented below.

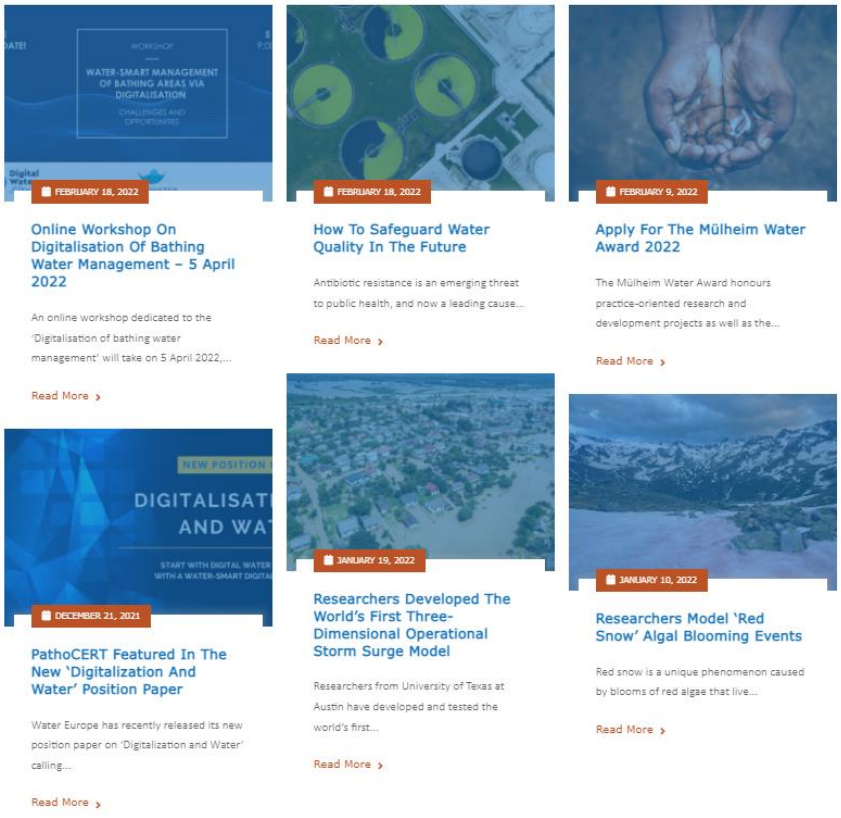


Figure 1: PathoCERT news on the website (page 1)

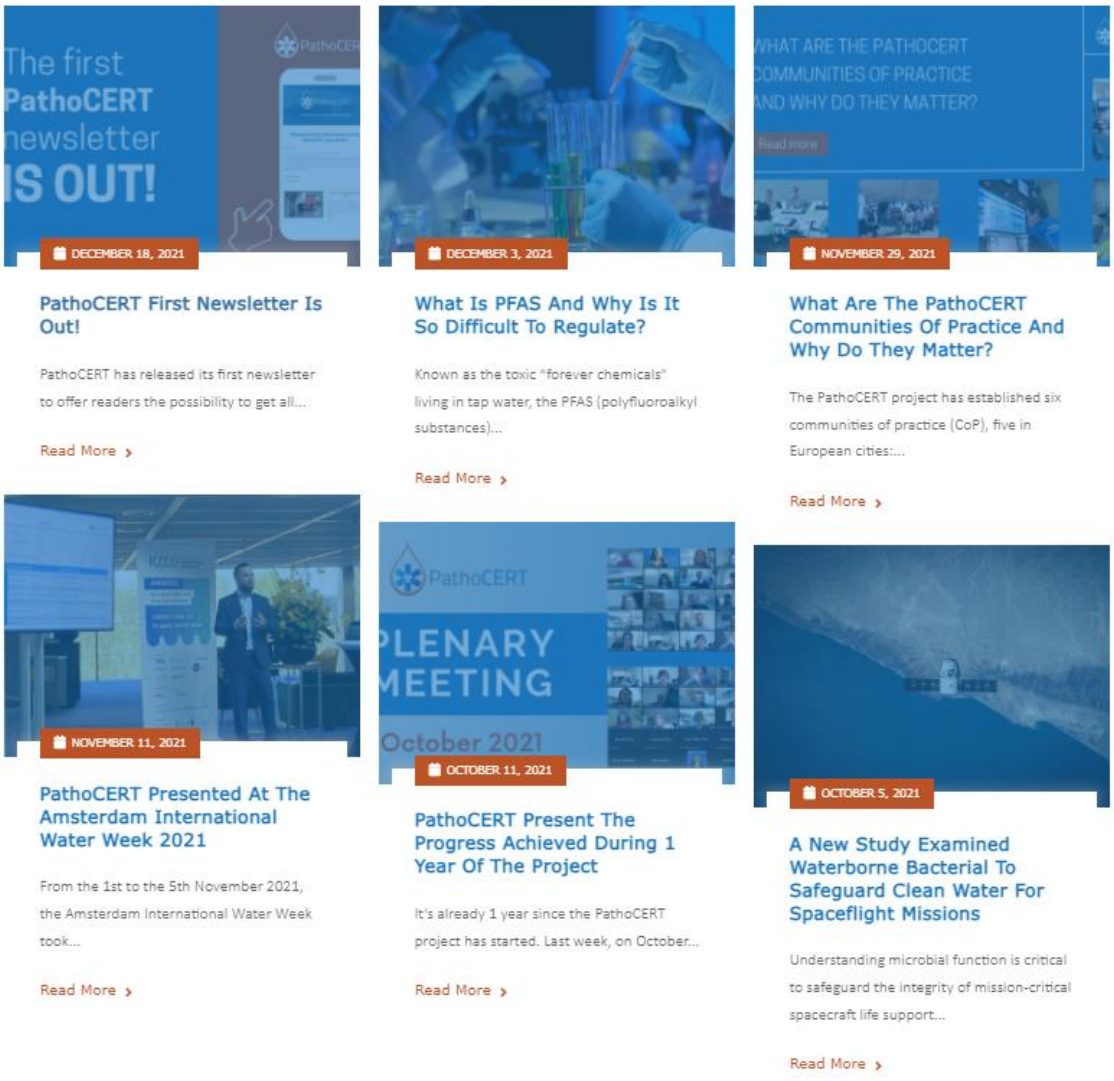


Figure 2: PathoCERT news on the website (page 2)

2.1.1 2.1.1 Other Websites

During the examined period (September 2021-February 2022), PathoCERT developments have been also published on other websites. The web pages that featured projects' news or referred to the project follow in table 1 below.

Name of the website	URL
KIOS	Click Click
MOIB	Click
Bulgarian News Agency	Click

Table 1: PathoCERT appearances on webpages

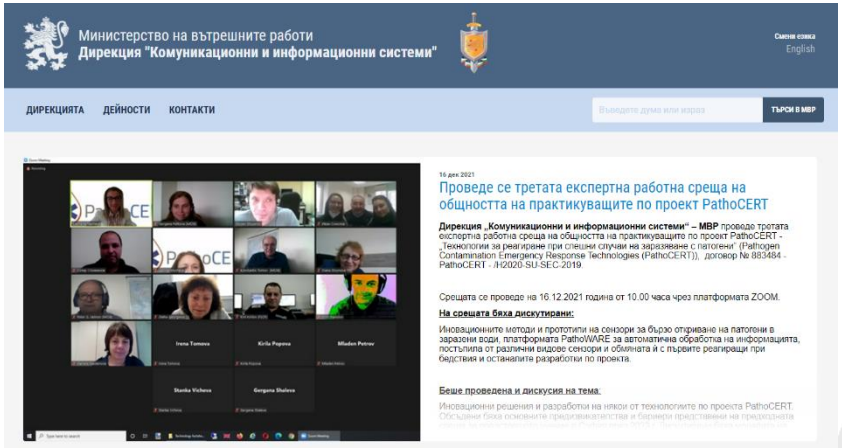


Figure 3: PathoCERT news on MOIB website

Figure 4: PathoCERT news on KIOS website

2.2 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 through its 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.

2.2.1 PathoCERT Social Media Channels

The PathoCERT social media strategy involves the dissemination of the project's news, activities and results through 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 potentially global audience.

- Twitter

Figure 5: PathoCERT Twitter account

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 first eighteen months of the project, the twitter account was being continuously updated with instant project-related news, as well as information linked to the project's followers' activities. **The Twitter account currently counts 245 followers, double the number reported in the last 2nd Content Generation report (118 followers) submitted in August 2021.**

From September 2021 to February 2022, in particular, the project's account attracted 16.600 impressions.

Period	Number of Impressions
September- November 2021	10.400
December 2021-February 2022	6.200

Table 2: PathoCERT Twitter Impressions

The top three tweets from September to February 2022, in terms of impressions and total engagements, were:

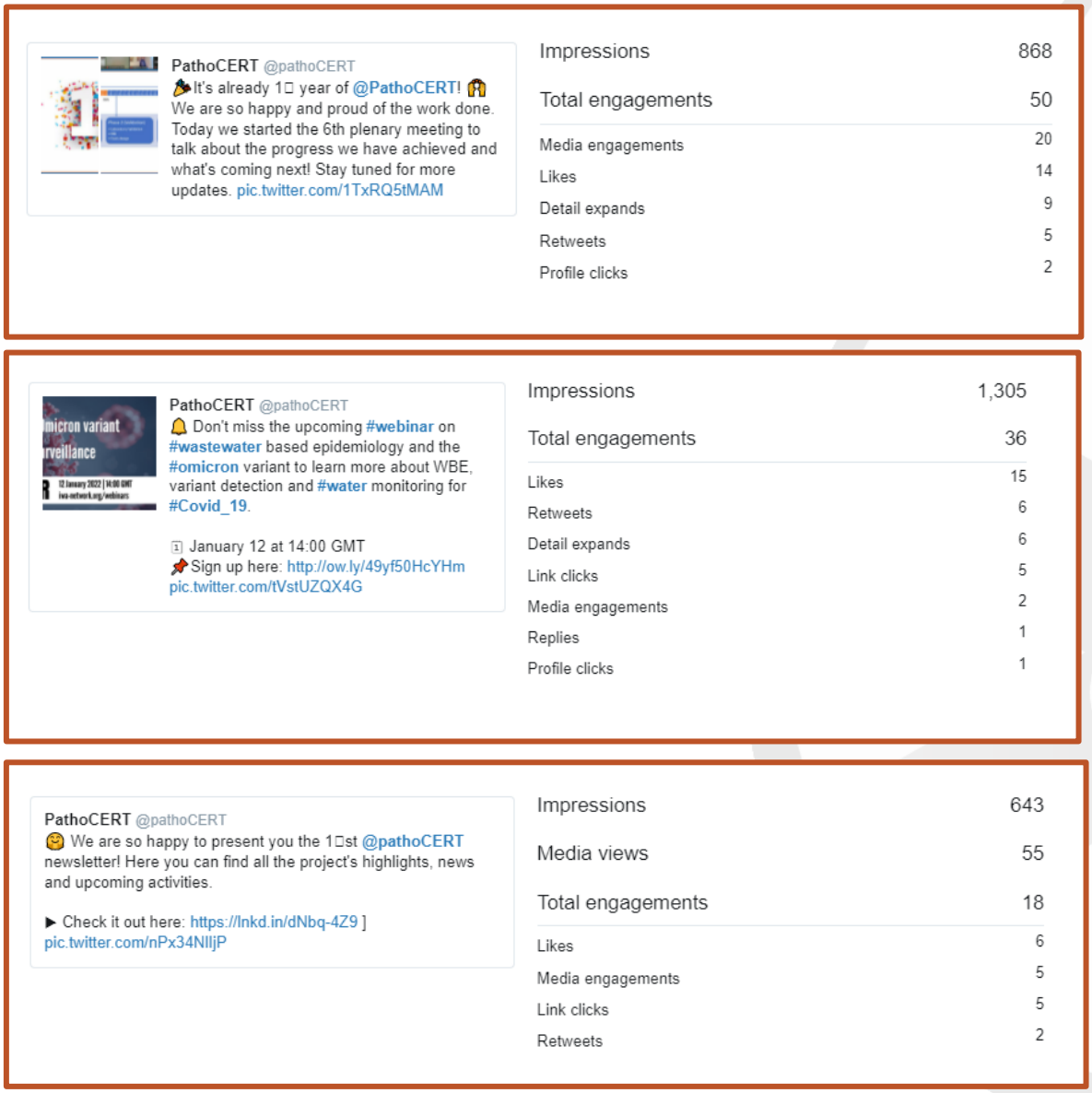


Figure 6: PathoCERT top tweets (Sep-Feb2022)

LinkedIn Page

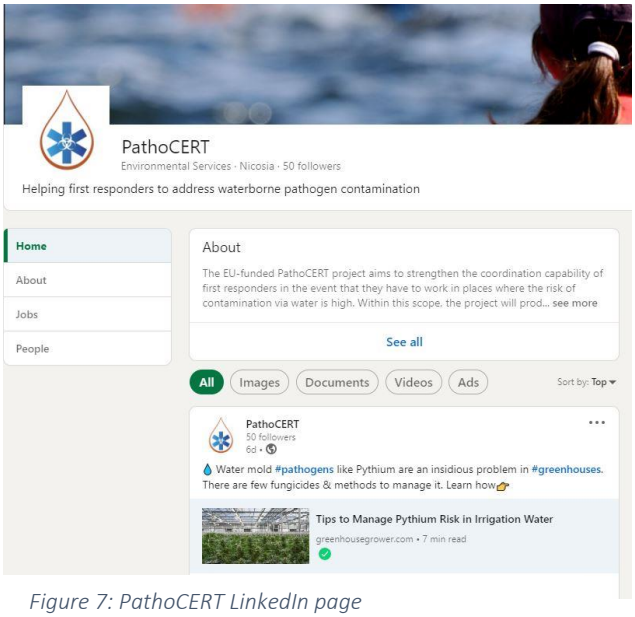
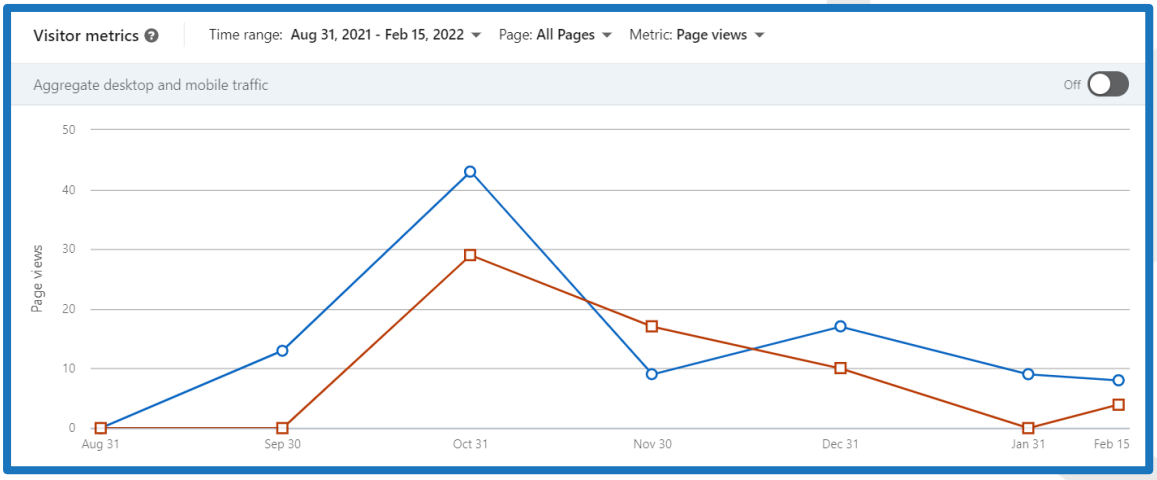


Figure 7: PathoCERT LinkedIn page

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.

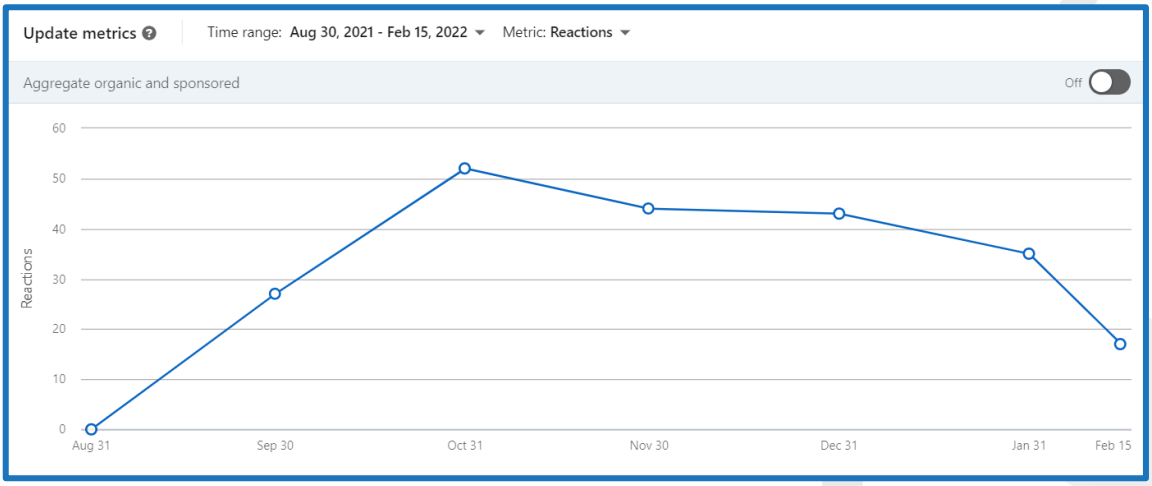
So far, the project's **LinkedIn page has attracted 143 followers** while **38 posts were posted through the PathoCERT LinkedIn page** during the period September 2021 to February 2022. All available analytics in terms of visitors' views, engagement rate, impressions, reactions and visitors demographics are presented in a series of graphs below.

Visitors' graph



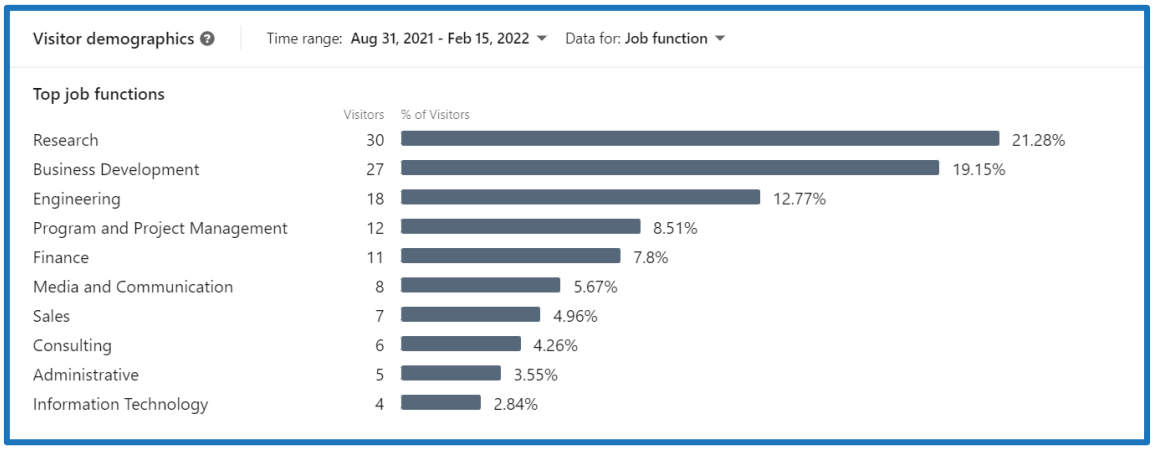
Impressions' graph

Reactions' graph

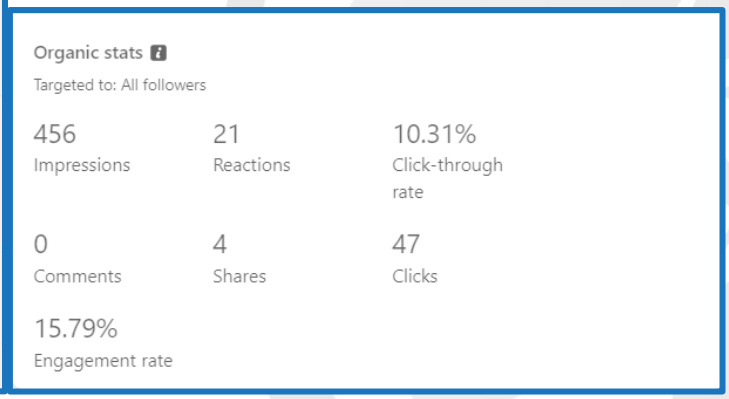


Engagement rate graph

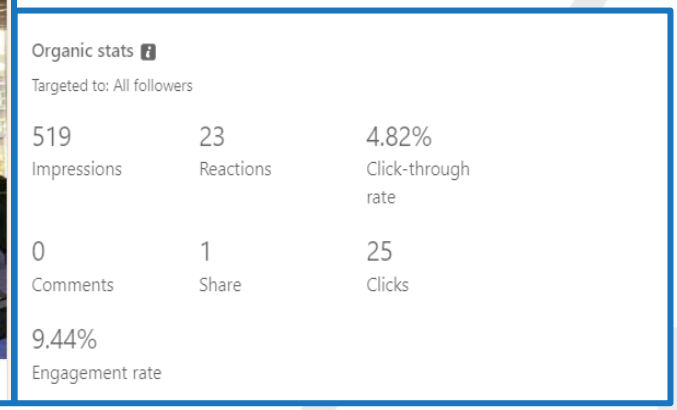
Visitors' Demographics

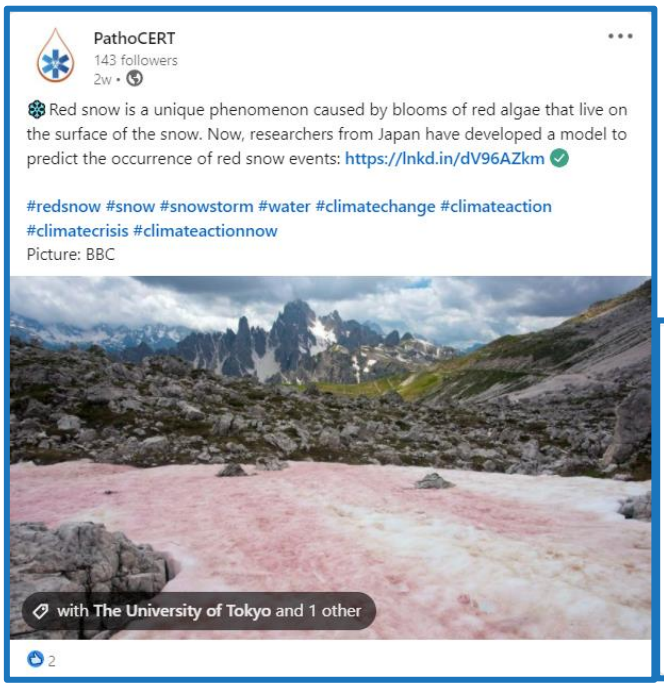


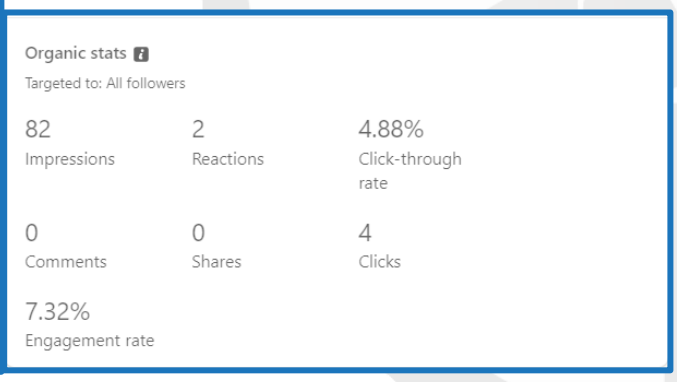
Top three LinkedIn posts of the period September to February 2022:



PathoCERT
143 followers
3mo • Edited •
We are so glad to have seen PathoCERT presented at the Amsterdam International Water Week 2021 where Sotiris Paraskevopoulos discussed how we can harness the power of Artificial Intelligence to get access to information that helps us tackle pathogen contamination events.
The conference was also a great opportunity to connect with interesting people and share expertise!
#artificialintelligence #pathogens #emergencies #informationextraction #water #power #opportunity #people
AIWW2021
CONNECT AND ACT TO MAKE WATER WORK
with Amsterdam International Water Web (AI...
You and 22 others


Organic stats
Targeted to: All followers
519
Impressions
23
Reactions
4.82%
Click-through rate
0
Comments
1
Share
25
Clicks
9.44%
Engagement rate


PathoCERT
143 followers
2w •
Red snow is a unique phenomenon caused by blooms of red algae that live on the surface of the snow. Now, researchers from Japan have developed a model to predict the occurrence of red snow events: https://lnkd.in/dV96AZkm
#redsnow #snow #snowstorm #water #climatechange #climateaction #climatecrisis #climateactionnow
Picture: BBC
with The University of Tokyo and 1 other
2


Organic stats
Targeted to: All followers
82
Impressions
2
Reactions
4.88%
Click-through rate
0
Comments
0
Shares
4
Clicks
7.32%
Engagement rate

2.2.2 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 the industry, business, public sector organisations, and the research community. **Based on the communications and dissemination reporting covering the last six months, PathoCERT partners' activities are monitored in three main channels: Twitter, LinkedIn, and Facebook.** In total, **43.702 online viewers** were reached through the partner's networks over the period of September 2021- February 2022.

Name of the website	URL	Audience Reached
EMASAGRA Twitter	Click Click	4.013 followers
KWR Twitter (through Gertjan Medema)	Click	478 followers
KWR LinkedIn (through Sotirios Paraskevopoulos)	Click	504 followers
KWR LinkedIn (through Joep van den Broeke)	Click	883 followers
MikroLAN LinkedIn (through Joep Appels)	Click	4.488 followers
KIOS Facebook	Click	2.423 followers
KIOS Twitter	Click	840 followers
KIOS Twitter (through Demetris Eliadis)	Click	915 followers
EU Defence Agency Twitter	Click	26.000 followers
Water Europe LinkedIn (through Loic Charpentier)	Click	955 followers
MOIB LinkedIn	Click	474 followers
Hellenic Rescue Team Twitter	Click	1.729 followers

Table 3: PathoCERT appearances on partners' social media

PathoCERT in other External social media networks

At the same time, PathoCERT project appeared on other networks' social media channels, reaching out to an estimated number of **2.469 followers.**

Name of the website	URL	Audience Reached
Flair Agency LinkedIn	Click	104 followers
Clarisoft Technologies LinkedIn	Click	1.375 followers
INGENIUS EU LinkedIn	Click	396 followers
INGENIUS EU Twitter	Click	594 followers

Table 4: PathoCERT appearances on other networks' social media

3 Mass Media

Within the examined period (September-February 2022), there wasn't any media coverage reported related to the project's developments and results. More related activities will be arranged within the upcoming period of the project.