




WEB SITE

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Deliverable D8.2 Web site

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Executive Summary

This document is accompanying the HUMAN web site. The web site itself was up and running 20th of March 2017, in this document the underlying strategy behind the web site is outlined. Also is included a short description of other social media for HUMAN, which are also now available. The document should also be seen as part of D8.1 Communication Strategy for HUMAN.

TABLE OF CONTENTS

Contents

1. Introduction	6
2. Web site	6
2.1 OVERVIEW AND STRUCTURE	6
2.2 WEB ANALYSIS:	7
3. Social Media:	7
3.1 FACEBOOK	8
3.2 TWITTER	8
3.3 GOOGLE+	8
3.4 YOU TUBE	9
3.5 LINKEDIN	9

1. Introduction

The overall communication plan was outlined in deliverable D8.1 Communication and Dissemination Plan. The objective of the Communication and Dissemination Plan is to lay down the foundations for effective external communication of HuMan concept and potential benefits to the interested stakeholders at an international level. The primary objective is therefore to create synergy between the different tools available in order to:

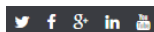
- promote the HuMan project, at both European and global levels;
- inform potential end users;
- find stakeholders.

A web site is one of the most important tools for promotion of HUMAN, but it is not the only one. In addition to the web site HUMAN has also created a set of social network channels. This document provides an overview of these channels, their addresses, the rationale for choosing them, metrics for measuring success and so on.

2. Web site

2.1 OVERVIEW AND STRUCTURE

Initial point for a correct project dissemination is based on the creation of the website and the social network channels. For the website a powerful CMS such as WordPress is used and a responsive design pattern is followed so it can be viewed in all different platforms such as PC, mobile, and tablets without losing any detail. Different social channels are leveraged since they have a positive impact to achieve the project dissemination objectives. The following channels have been created and are linked from within a social ribbon located on the upper right corner on the web's homepage.



Twitter	https://twitter.com/HuManufacturing	@HuManufacturing
Facebook	https://www.facebook.com/HuManufacturing	HuManufacturing
LinkedIn	https://www.linkedin.com/groups/13522330	HUman MANufacturing Project
YouTube	https://www.youtube.com/channel/UckqWm8ka4Jlzyuc8Cs7Z18w	Human Manufacturing H2020
Google+	https://plus.google.com/u/2/113161237485817681149	Human Manufacturing H2020

Current website navigation is depicted below:



Figure 1- Current sitemap

2.2 WEB ANALYSIS:

A check through tools like woorank, gtmatrix o semrush can be performed to see that everything is set according to parameters set by Google algorithms, so that it gets organically placed in the search results. Website follows a simple, but practical design. It has the necessary contents and adequate keywords to get well positioned according to the words that are of the project's interest.

Website needs to be updated frequently, with inputs and contents from **all partners**. Standard available and free tools (e.g. Google analytics) will be used to measure number of visitors, unique visitors, average session duration, number of downloads, page views, demographics, etc.

3. Social Media:

Social media channels have been specifically created for the project and can be seen in Figure 1. Social media will be used during the HuMan project in order to share news and results of the project and gain visibility. Generally, the creation of dissemination material like videos or blog posts will help to attract followers as it is a unique offering.

As general guidelines, **ALL HuMan** partners should:

- follow all social media channels,
- re-tweet/share/like the HuMan posts on a regular basis, in order to ensure further dissemination, and
- mention **@HuManufacturing** in any tweet related to HuMan (e.g. presentation in a conference, participation to an event, news of interest, related articles) which is published by their personal accounts.

3.1 FACEBOOK

Facebook is the leader network and both personal and professional users can be found. In Facebook, the fan page is used to communicate mainstream information to the public. Facebook's content won't be updated on such a regular basis as on Twitter's, and it will come directly from the project page or the partners (who can also directly post content in the page) related to the HuMan events (workshops, meetings etc), news and publications. In the case of Facebook, visualized content is needed to attract the attention of the public. Such content could be presentations or photos from meetings and participating workshops.

The key points to follow in the fan page should be:

- Offer exclusive contents to the users about the project advances.
- Capture influencers that can help to disseminate the project.
- Close attention to any user query addressed in the page.
- Dynamization of those publications with the technology used in the project to obtain synergies with the followers.

Facebook Metrics to be measured: Post reach, engagement, page likes, etc.

3.2 TWITTER

Twitter strategy to relate keywords with hashtags is followed to find our target public. Following influencers and technology related entities and individuals can give notoriety to the project. Five tweets a week is desirable, highlighting specific and generic hashtags, and posting both original HuMan content (e.g. participation to workshops, plenary meetings, news, publications) and relevant content from other accounts or websites. In this context, re-tweeting will be used in order to gain more followers and keep the account active. During the first months of the HuMan Twitter account existence, relevant accounts, including "influencers" -namely accounts that have a large number of followers-, should be followed in order to gain follow-backs. As a general approach for the whole duration of the project, we will follow back accounts that follow HuMan and will timely respond to any private message. The existence and regular use of a specific hashtag for the project could be also useful while monitoring relevant hashtags can help to identify and promote relevant content.

- Twitter Account: [@HuManufacturing](#)
- Hashtags to be monitored: #manufacturing, #workplaceWellbeing, #augmentedReality, etc

Twitter Metrics to be measured: number of followers, mentions, tweets, etc.

3.3 GOOGLE+

Google +: has a large amount of users but most of them don't use it in a practical level. They simply use it to promote positioning of contents in search results. HuMan will use this network to generate professional contact circles, in which they can be added all professionals interested in the project's content.

3.4 YOU TUBE

YouTube is the most powerful network globally. To have a big impact in this channel is very important to have visual content of added value. It would be desirable to have a video every six months in which project results are shown. Videos must be short, but relevant. Maximum length should not exceed 3-4 minutes. Appropriate tags will be added to optimize search and access to them. The videos will work on a dual communication level:

- non-technical, aimed at the general public
- technical, aimed at a specific target and sector.

The videos will illustrate the aims, methods, results and benefits of the project and will be available via directly on YouTube, or through a direct link in the HuMan website. They will also be used in workshops and at conferences, trade fairs etc.

YouTube Channel name: HUMAN MANUFACTURING H2020

YouTube metrics to be measured: number of views (other more specialized metrics: time watched, number of likes, of shares).

3.5 LINKEDIN

LinkedIn is the professional network. A LinkedIn group will be used to promote interaction between the consortium and other interested external stakeholders. The group will be strictly business-oriented in order to initiate discussions on any topic of interest to HuMan to which feedback is needed. Target public segmentation is proposed under the different technical profiles. As with all things related to project dissemination, ALL project members must help to broadcast contents and provide contacts that can generate value to the project.

LinkedIn Metrics to be measured: number of members, number of discussions.