*This project has received funding from the European's Union Horizon 2020 research innovation programme under Grant Agreement No. 957258*

## Architecture for Scalable, Self-*, human-centric, Intelligent, Secure, and Tactile next generation IoT

# D9.1 Web Site, Social Media Channels and Communication Support Material

| | | | |
|---|---|---|---|
| **Deliverable No.** | D9.1 | **Due Date** | 31-JAN-2021 |
| **Type** | Report | **Dissemination Level** | Public |
| **Version** | 1.0 | **WP** | WP9 |
| **Description** | Details on project's website, profiles in selected social networks, and core communication material such as posters and leaflets. | | |

# Copyright



The ASSIST-IoT consortium consists of the following 15 partners:

| | |
|---|---|
| UNIVERSITAT POLITÈCNICA DE VALÈNCIA | Spain |
| PRODEVELOP S.L. | Spain |
| SYSTEMS RESEARCH INSTITUTE POLISH ACADEMY OF SCIENCES IBS PAN | Poland |
| ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS | Greece |
| TERMINAL LINK SAS | France |
| INFOLYSIS P.C. | Greece |
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| MOSTOSTAL WARSZAWA S.A. | Poland |
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| GRUPO S 21SEC GESTION SA | Spain |
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# Disclaimer

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# History

| Date | Version | Change |
|---|---|---|
| 27-Nov-2020 | 0.1 | ToC, initial draft, task assignments and initial contributions |
| 10-Dec-2020 | 0.2 | Second round of contributions and editing to all sections |
| 23-Dec-2020 | 0.3 | Third round of contributions and editing to all sections |
| 11-Jan-2021 | 0.4 | Final contributions and editing. Submitted for internal review. |
| 18-Jan-2021 | 0.9 | Reviewed version addressing internal review comments |
| 22-Jan-2021 | 1.0 | Final version |

# Key Data


| | |
|---|---|
| **Keywords** | Communication, website, social media, channels, impact, stakeholders, target audience, IoT, project |
| **Lead Editor** | P06 INFOLYSIS – Vasileios Mavrikakis |
| **Internal Reviewer(s)** | Eduardo Garro Crevillen (P02 PRODEVELOP)<br>Hannu Oja (P11 Konecranes) |

# Executive Summary

This report presents and analyses the ASSIST-IoT communication channels that are used for communicating the project's activities and achievements. It also describes the formal communication channels that have been set up from the beginning of the project and will be constantly maintained, updated and monitored throughout its lifetime. Hence, it will be used according to the project's specifications and requirements, as described in the Grant Agreement/DoA, for attaining maximum impact and visibility. Specifically, this deliverable describes and analyses in detail the characteristics of the main communication channels of the project, namely the ASSIST-IoT website and the social media accounts on Twitter, LinkedIn, Facebook, Instagram and YouTube, along with additional communication means which are (or going to be) used for communication purposes, such as Newsletter, leaflets, posters, press releases, printed material, etc. This deliverable is directly addressed towards a wide audience, technical and non-technical, while it also targets the general public's interest, aiming to raise awareness and interest about the project's goals, actions, and results.

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# List of acronyms

| Acronym | Explanation |
|---|---|
| **DoA** | Description of Action |
| **Dx.y** | Deliverable No y of Work Package x |
| **EC** | European Commission |
| **GA** | General Assembly |
| **IoT** | Internet of Things |
| **KPI** | Key Performance Indicator |
| **KVI** | Key Validation Indicator |
| **NGIoT** | Next Generation Internet of Things |
| **PC** | Project Coordinator |
| **RTO** | Research and Technology Organisations |
| **Telco** | Teleconference |
| **Tx.y** | Task No y of Work Package x |
| **WPx** | Work Package No x |

# 1. About this document

The scope of D9.1 "Website, Social Media Channels and Communication Support Material" is to present and explain the initial actions of the project's communication as a part of the WP9 "Impact creation". The main idea is to describe and analyse the communications channels to be used such as the website, the social media channels, leaflets, posters, newsletters, along with control and monitoring mechanisms for statistical analysis and any other material and means concerning the communication of the project. These are integral parts of the communication strategy that will be presented in follow-up deliverables, among with any variation to the initial means and actions.

## 1.1. Deliverable context

| Keywords | Lead Editor |
|---|---|
| **Objectives** | Objective 8: Impact creation, Showcasing ASSIST-IoT and Disrupting the current market.<br><br>Communication channels will be intensively used for impact creation and for promoting the dissemination and showcasing activities, as well as disrupting the current market. D9.1 provides a comprehensive description and analysis of ASSIST-IoT communication channels and the mechanisms to be used for facilitating the fulfilment of objective No8 and its KVIs. |
| **Work plan** | This deliverable belongs to the set of WP9 deliverables and it is directly linked to the T9.1 activities. T9.1 main objective is to setup project's communication channels and to devise and deploy a sound communication strategy plan, required to allow the action to achieve maximum visibility, as well as to maximise impact within business and scientific communities, guaranteeing fast dissemination and adoption of its outputs. D9.1 describes the communication channels the consortium developed, for applying the communication plan, consisting of, but no restricted to: (i) ASSIST-IoT logo; (ii) public website; (iii) dedicated ASSIST-IoT social media channels on Twitter, LinkedIn, Facebook, Instagram, and YouTube; (iv) electronic document repository, for file sharing and collaboration; (v) poster and leaflet presenting the action, with periodic updated versions referring to activities and achievements and (vi) quarterly electronic newsletter. The use of ASSIST-IoT communication channels and the communicated content address almost all tasks of the project throughout their life time, impacting in this way not only WP9 but also all the rest ASSIST-IoT WPs. |
| **Milestones** | D9.1 has a direct contribution to<br><br>MS1: Identity Definition, Website, State of the Art and Kick off Meeting. [M3]<br><br>while it has also an indirect contribution to WP9 milestone (as part of WP9 activities)<br><br>MS8: Feedback, Availability of Technical and Business Evaluations. [M36] |
| **Deliverables** | D9.1 is directly linked to three upcoming WP9 deliverables since it provides the means for the communication and dissemination plans, strategies and activities to be described and performed within:<br><br>• D9.2 Impact Creation [M6]<br>• D9.5 Report on Impact Creation Achievements and Plan for the Second Period [M18]<br>• D9.8 Final Report on Impact Creation [M36] |

## 1.2. Structure of the Document

This document is divided into 4 main sections, which present the different channels and mechanisms used for the efficient communication of the project. In detail:

**Section 1**: Introduces the reader to the purpose and scope of this document, its format, and its audience.

**Section 2**: It provides detailed presentation of the ASSIST-IoT communication channels that have been set up and used, with emphasis on website and social media accounts.

**Section 3**: In this section there is a brief report on the mechanisms set up for monitoring, controlling and evaluating (statistics) the communication channels and activities' performance and impact. A description of collaboration and statistical tools that guarantee the smooth operation of the communication activities is also presented.

**Section 4**: This section concludes the document.

## 1.3. Target Audience

ASSIST-IoT communication activities will be accomplished by all partners in different ways, depending on the sector of each partner, as well as the means, the content, and the target audience that it will address. For instance, the industrial partners will target relevant industrial sectors along with their client's network, the academic and research institutes will target relevant technical audience and the scientific community, while the consortium as a whole will conduct any necessary communication activities targeting specific segments of the society and businesses, including the general public.

In specific, the target audience of D9.1 is as follows:

- IoT sector-industry: Any group that has an industrial professional background, technical knowledge and expertise, and is working on IoT-related areas. In this group, producers, suppliers, vendors and SMEs are involved.
- Academia and research institutions: Research institutions from the ICT and IoT sectors, e.g., higher education institutions like universities and educational centres as well as national, public and private research institutes.
- The broadest possible technical and non-technical audience: This segment covers the potential end users of IoT products and services, as well as the general public interested in the technological process in such fields.
- All ASSIST-IoT partners, collaborators, and stakeholders: This document is addressed to the entire ASSIST-IoT consortium and has the role to introduce everyone to the communication means that have been set up and used through the lifetime of the project.

# 2. Channels of Communication

## 2.1. ASSIST-IoT Logo

The ASSIST-IoT logo was created at the very beginning of the project (during the proposal phase to be more accurate) and provided a clear identity for it. The logo creatively integrates an image of bubbles and the wording "assist-iot". The bubbles refer to a grid, which is remarkably close to the idea of Internet of Things and how it connects distant things and people. The logo comes in two versions. The main original version, which has the bubbles on the left side of the wording, and a variation (mainly used in the social media accounts) with the bubbles above the wording.

*Figure 1. ASSIST-IoT logo*

*Figure 2. ASSIST-IoT logo variation (mainly for use in social media accounts)*

INFOLYSiS partner during the presentation of Task 9.1 at the KoM raised the issue of whether the partners would like the existing logo or if they would prefer the logo to be changed into a new one. All partners decided to conduct a voting process for taking a sharp decision. INFOLYSiS team coordinated an online voting procedure using the Doodle application. The voting was held for three days (16 November – 18 November of 2020) and partners decided unanimously to keep the original logo.

Poll "ASSIST-IoT logo decision"

https://doodle.com/poll/29r7msxrhdyfpcie

| | Keep the existing ASSIST-IoT logo | Design a new ASSIST-IoT logo |
|---|---|---|
| Piotr Dymarski - MOW | OK | |
| Anna Dąbrowska - CIOP | OK | |
| Jaroslaw Legierski | OK | |
| Vasilis (INFOLYSiS) | OK | |
| Ángel Martínez (Prodevelop) | OK | |
| kostas (certh) | OK | |
| Hannu (Konecranes) | OK | |
| UPV | OK | |
| Alex van den Heuvel (Neways) | OK | |
| Marcin (SRIPAS) | OK | |
| Lambis Tassakos (TwoTronic) | OK | |
| Roel Vossen | OK | |
| Daniel Roettger (Ford) | OK | |
| Michael Mueller (TwoTronic) | OK | |
| ICCS | OK | |
| Francisco Blanquer (TL) | OK | |
| Count | 16 | 0 |

*Figure 3. ASSIST-IoT logo poll results*

## 2.2. ASSIST-IoT Website

The ASSIST-IoT project has established its official website at: https://assist-iot.eu/, functioning as a portal, where informative details about the project and its activities are published, sustaining the project's scope across multiple vertical industries and various stakeholders. The ASSIST-IoT website has been developed in early November of 2020 and became public (live) on Wednesday 11 November 2020.

In detail, the ASSIST-IoT website is:

- Developed using WordPress ver. 5.5 by the INF team (T9.1 leader) and its constantly updated to newer versions/updates.
- Domain name owned by UPV (PC) for 6 years.
- Hosted by UPV (PC).
- Content constantly maintained and updated by INF team.
- It has multiple menu options-buttons available for covering all types of project's activities.
- It provides contact form, directly addressing the Project Coordinator and WP9 leader.
- ReCAPTCHA v3 protected.

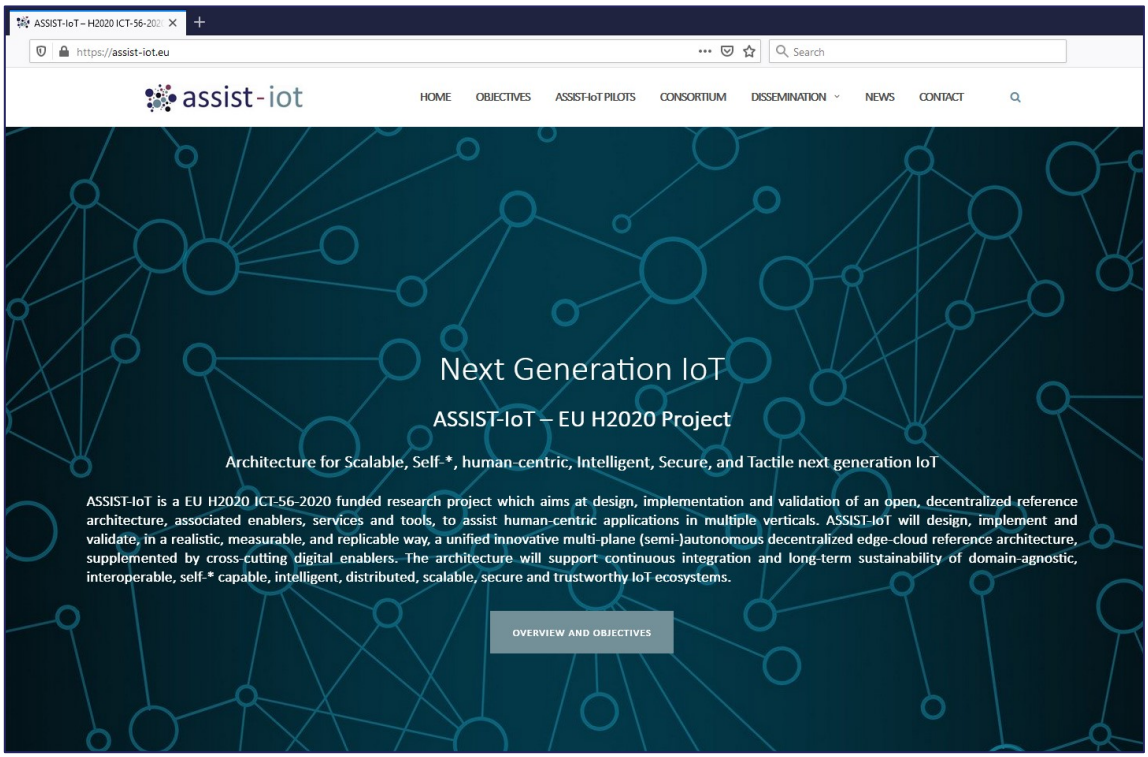



*Figure 4. ASSIST-IoT website – Home page and URL*

The website is compact and comprehensive, addressing the needs of the ASSIST-IoT project. It is divided into seven basic menu options: Home, Objectives, ASSIST-IoT Pilots, Consortium, Dissemination, News and Contact.

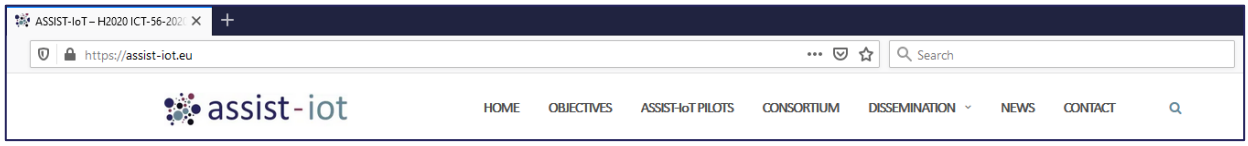



*Figure 5. ASSIST-IoT website Main Menu and Search Utility*

- **Home:** This is the main page of the website, which informs about the project concept, its pilots, project News, its partners and contact options that attract the attention of the user prompting them to scrutinize and search more about the ASSIST-IoT insights. The home page hosts a variety of sections

that easily navigate the visitors across the rest pages of the website for additional information and interaction (Figure 6 and Figure 7).

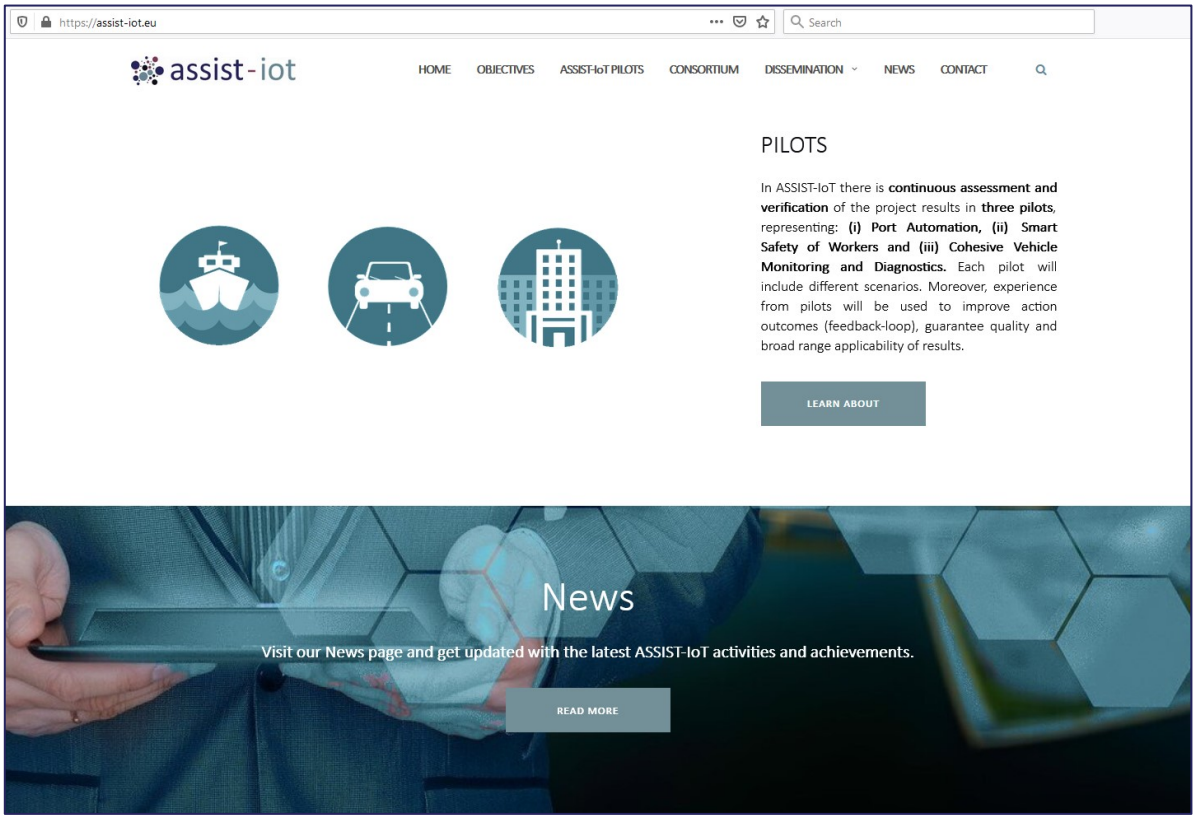



*Figure 6. ASSIST-IoT website - Home Page – Pilots and News sections*

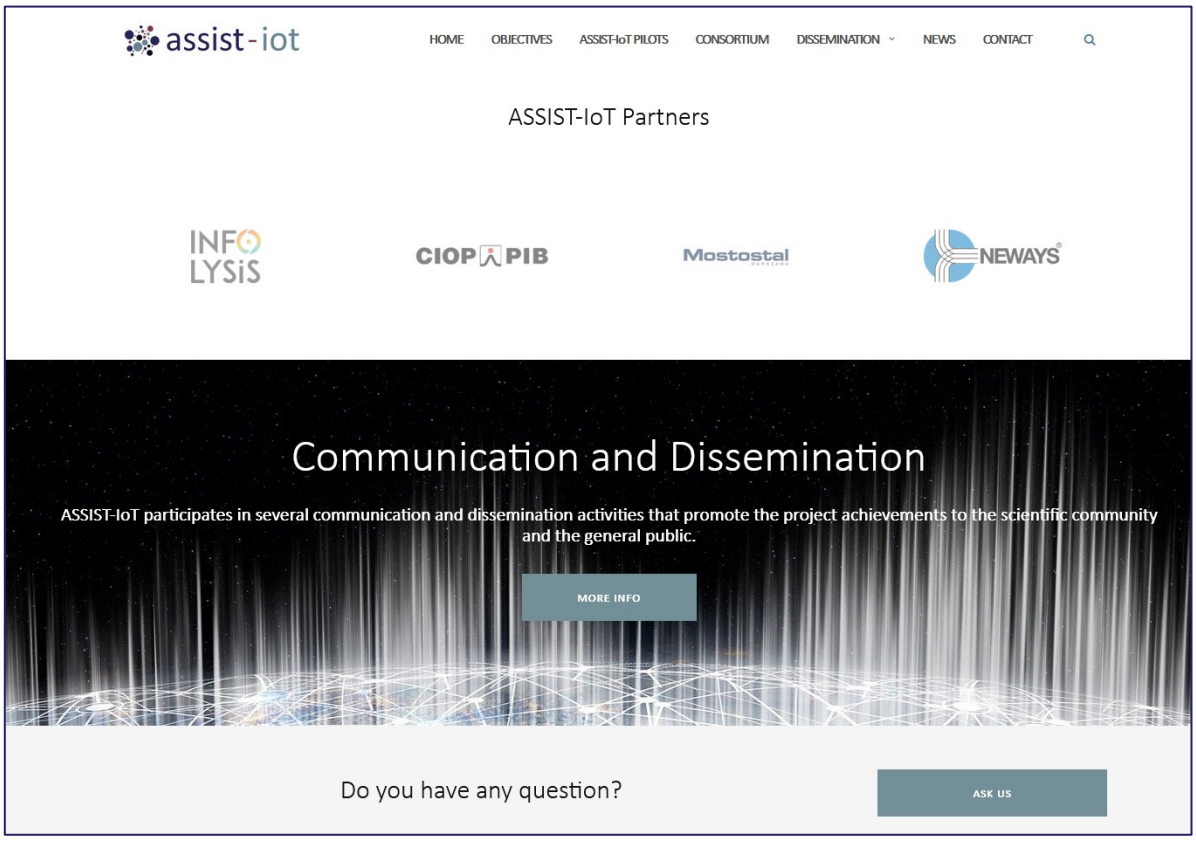



*Figure 7. ASSIST-IoT website – Partners, Communication-Dissemination and Contact sections*

The footer section also exists at the end of the home page and within every page of ASSIST-IoT website. It contains vital information on project details and call info, News tags, page hits/visitors, and links to ASSISIT-IoT Social media accounts.

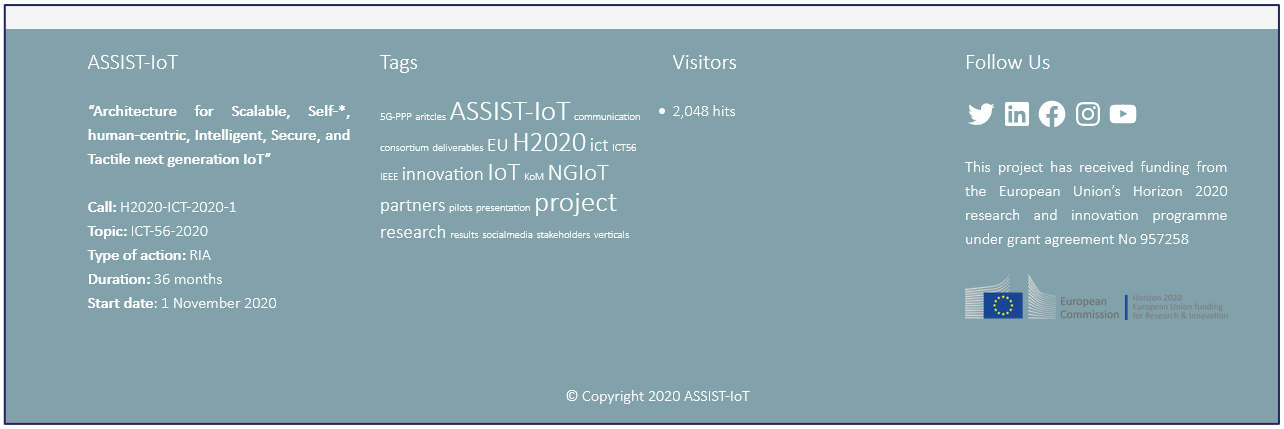



*Figure 8. ASSIST-IoT website - Footer*

- **Objectives:** The Objectives page provides information about the objectives of the ASSIST-IoT. First, it explains the main target of the project and, in a second level, it provides detailed insights about all the different objectives to be addressed.


*Figure 9. ASSIST-IoT website - Objectives page*

- **ASSIST-IoT Pilots:** This page provides a clear overview of the ASSIST-IoT pilots, along with respective scenarios of each pilot. ASSIST-IoT has three pilots: (i) port automation, (ii) smart safety of workers and (iii) cohesive vehicle monitoring and diagnostics. Each pilot includes different scenarios, in which different technological pillars and enablers will be executed and validated while some preliminary KPIs are also provided from the perspective of the stakeholders involved.

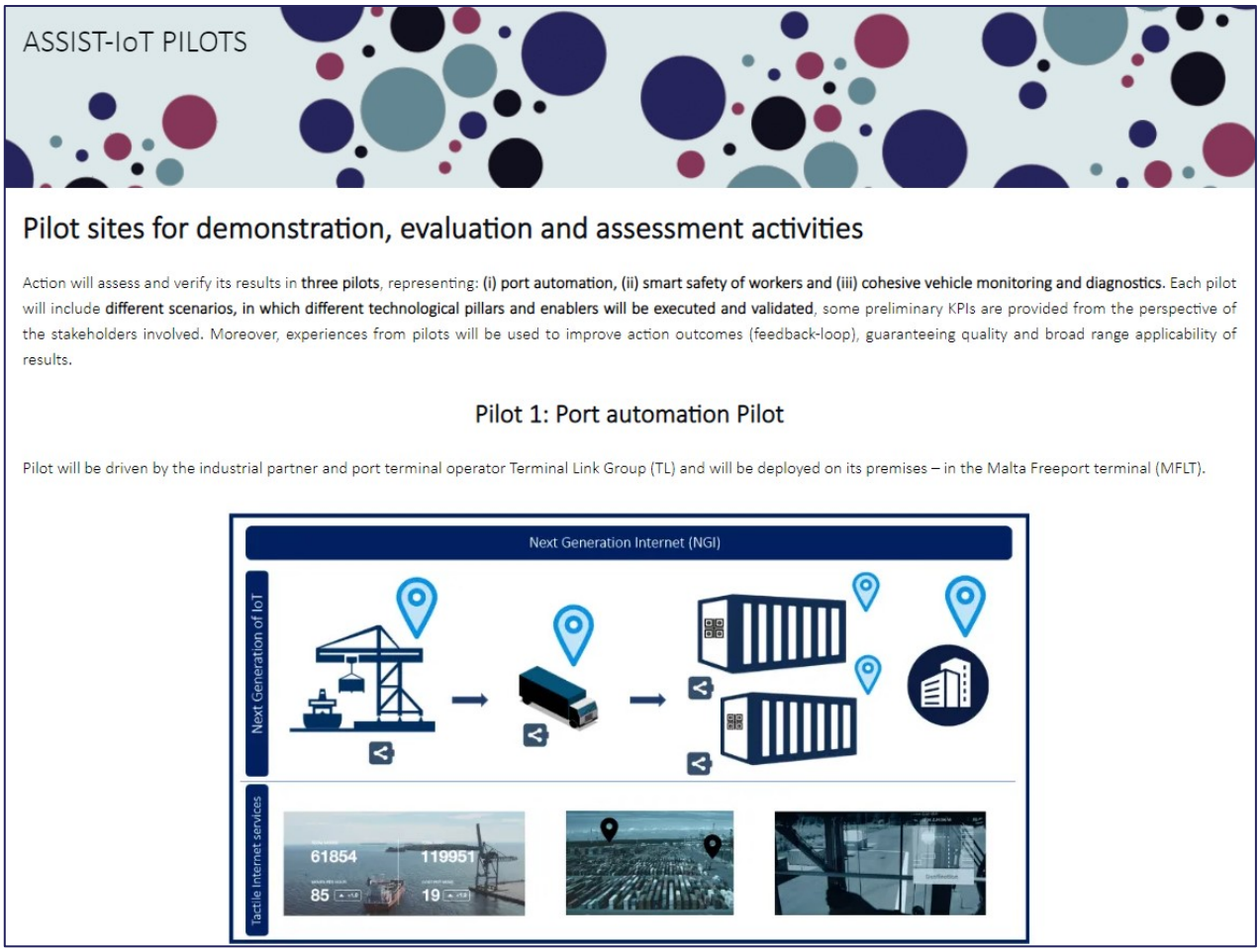



*Figure 10. ASSIST-IoT website - Pilots page*

- **Consortium:** The ASSIST-IoT consortium is presented in this page. It has been judiciously composed to ensure quality of envisioned solution with an adequate level of manageability. The 15 ASSIST-IoT partners, from 7 European countries are a well-balanced mixture between stakeholders (TL, MOW, S21SEC), RTOs (UPV, SRIPAS, CERTH, ICCS, CIOP), industry (FORD, NEWAYS, Konecranes), SMEs (PRO, INFOLYSiS, TwoTronic) and telecom operators (ORANGE). ASSIST-IoT consortium combines expertise required to create, evaluate and promote innovative, transferable and sustainable results.

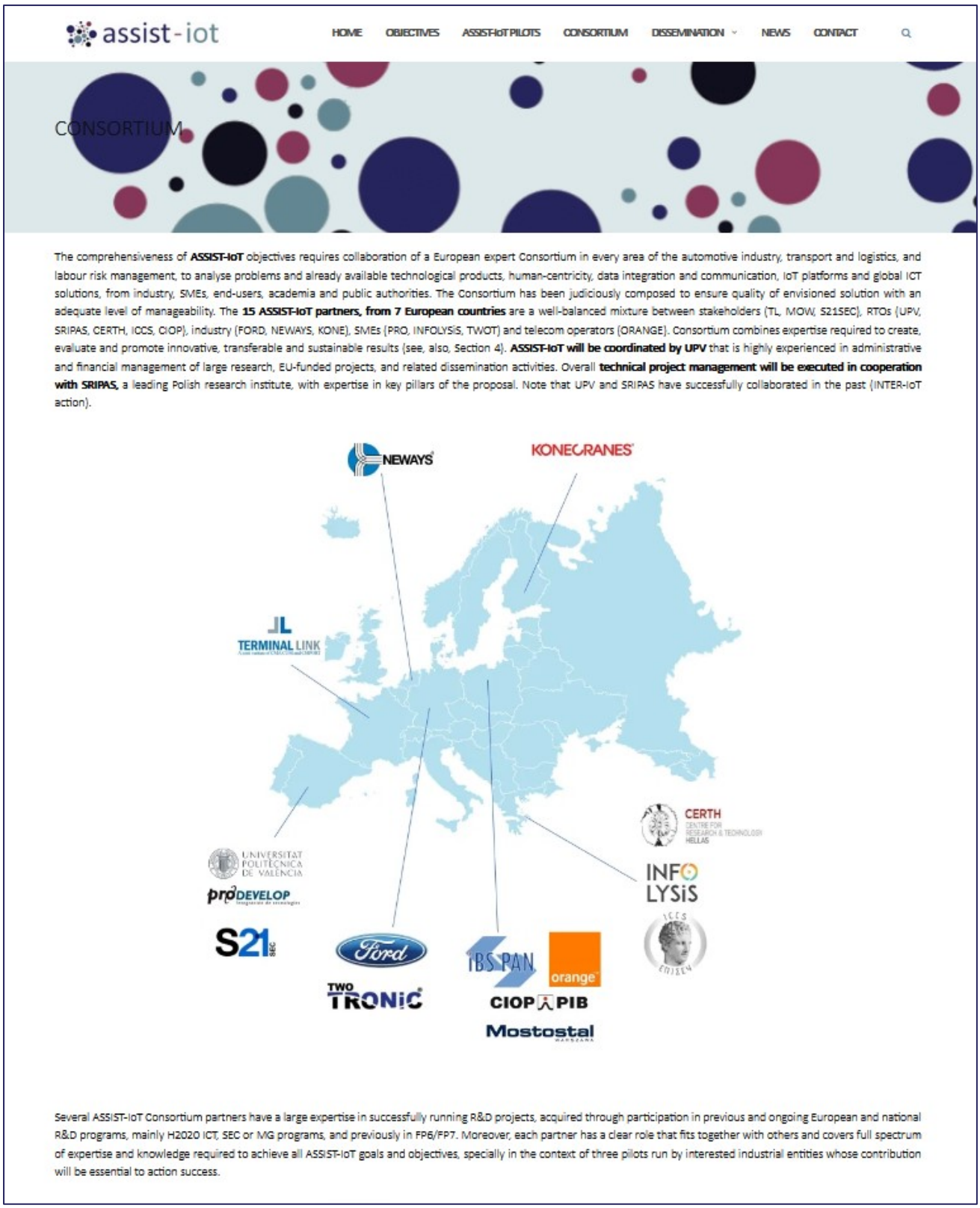



*Figure 11. ASSIST-IoT website – Consortium page*

Besides the partner names there is also a reference to the country of origin of each member of the consortium. Furthermore, each partner name is an active hyperlink leading to the partner's webpage, where the visitor can learn more about each participating partner (Figure 12).


| Participant No. | Participant organisation name | Part. short name | Country |
|---|---|---|---|
| 1(Coord.) | UNIVERSITAT POLITÈCNICA DE VALÈNCIA | UPV | Spain |
| 2 | PRODEVELOP S.L. | PRO | Spain |
| 3 | SYSTEMS RESEARCH INSTITUTE POLISH ACADEMY OF SCIENCES | SRIPAS | Poland |
| 4 | ETHNIKO KENTRO EREVNAS KAI TECHNOLOGIKIS ANAPTYXIS | CERTH | Greece |
| 5 | TERMINAL LINK | TL | France |
| 6 | INFOLYSIS | INF | Greece |
| 7 | CENTRAL INSTITUTE FOR LABOUR PROTECTION – NATIONAL RESEARCH INSTITUTE | CIOP | Poland |
| 8 | MOSTOSTAL WARSZAWA S.A. | MOW | Poland |
| 9 | NEWAYS TECHNOLOGIES | NEWAYS | Netherlands |
| 10 | INSTITUTE OF COMMUNICATION AND COMPUTER SYSTEMS | ICCS | Greece |
| 11 | KONECRANES FINLAND CORP | KONE | Finland |
| 12 | FORD GERMANY | FORD | Germany |
| 13 | S21SEC S.A. | S21SEC | Spain |
| 14 | TWOTRONIC GMBH | TWOT | Germany |
| 15 | ORANGE POLAND | ORANGE | Poland |

*Figure 12. ASSIST-IoT website - Consortium page (partners table)*

- **Dissemination:** This page provides a detailed track of the communication and dissemination activities performed by ASSIST-IoT partners. It is, in turn, divided in seven sub-sections: Publications (referring to all scientific publication such as journals, conference papers, etc.), Workshops Presentations and Trials, Articles, Press Releases, Deliverables, Newsletters and Events.


*Figure 13. ASSIST-IoT website - Dissemination submenus*

- **Publications page:** This subsection includes scientific papers and publications in journals, conferences, workshops, book chapters, white papers and contributions in the form of events, throughout the project duration.

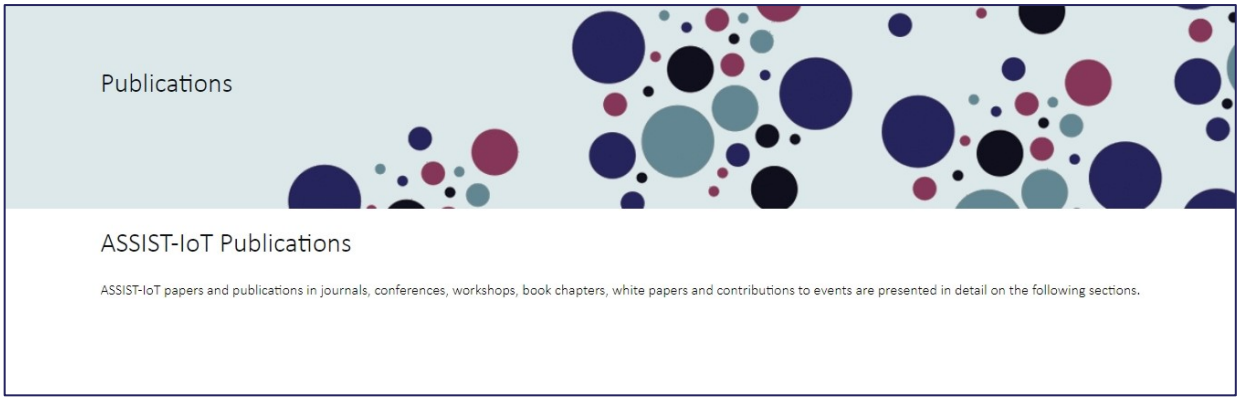



*Figure 14. ASSIST-IoT website – Publications page*

- **Workshops, Presentations and Trials page:** As ASSIST-IoT is expected to organize/co-organize several workshops, participate in conferences, deliver presentations in various events, perform trials and tests, as per the defined pilots and use cases, there is a need to track all those activities at once. Therefore, a dedicated page has been created, which summarizes all the communication and dissemination activities described above.

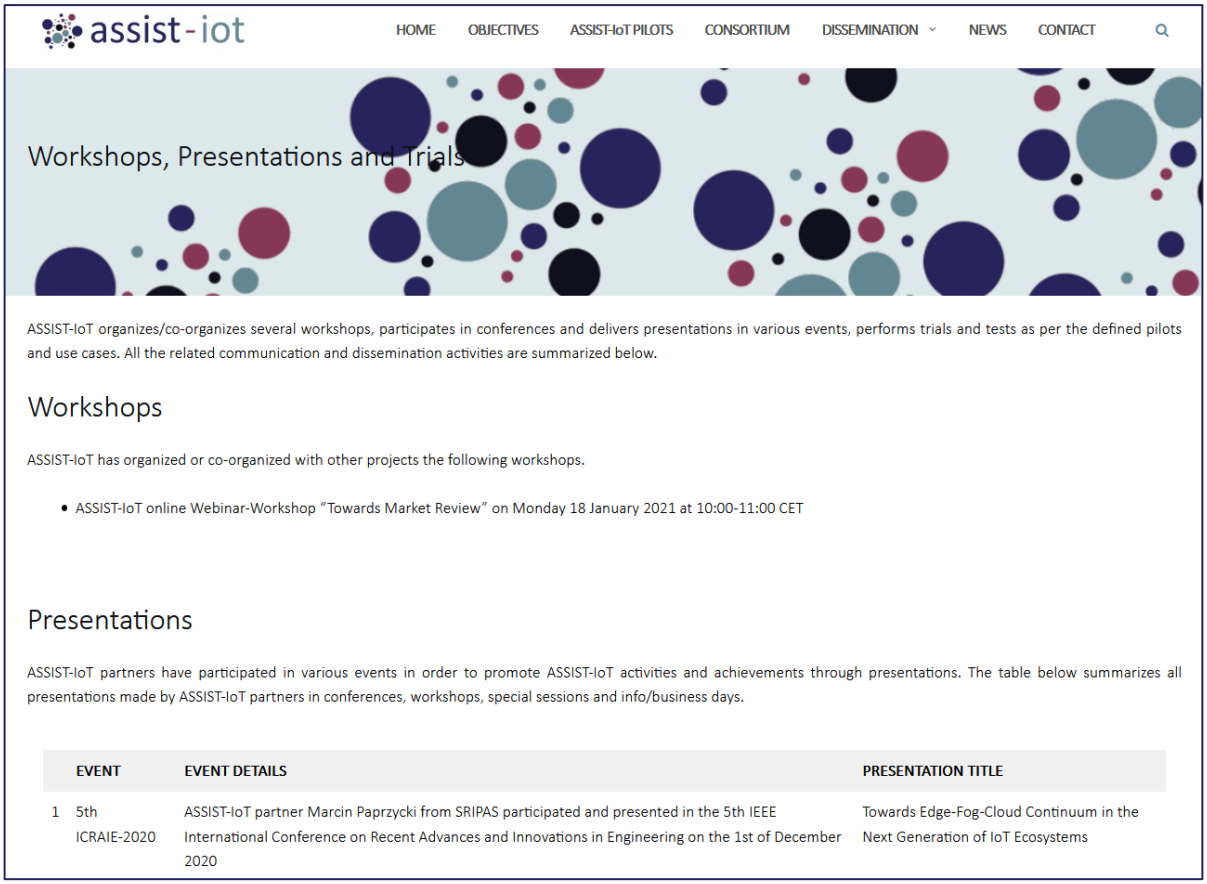



*Figure 15. ASSIST-IoT website – Workshops, Presentations and Trials page*

- **Articles page:** All ASSIST-IoT published articles of general interest in newspapers, magazines, websites, newsletters, and several other media are provided on the article's webpage.


*Figure 16. ASSIST-IoT website – Articles page*

- **Press Releases page:** This page refers to all the Press Releases and Announcements/News concerning ASSIST-IoT project.

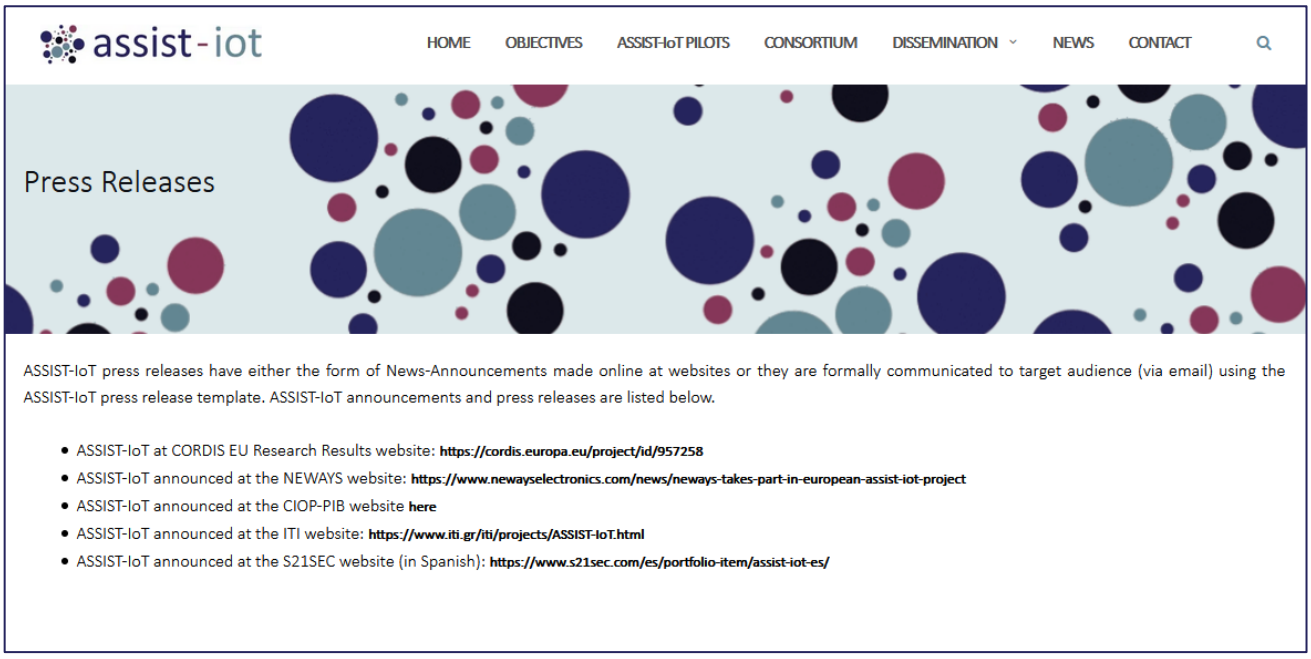
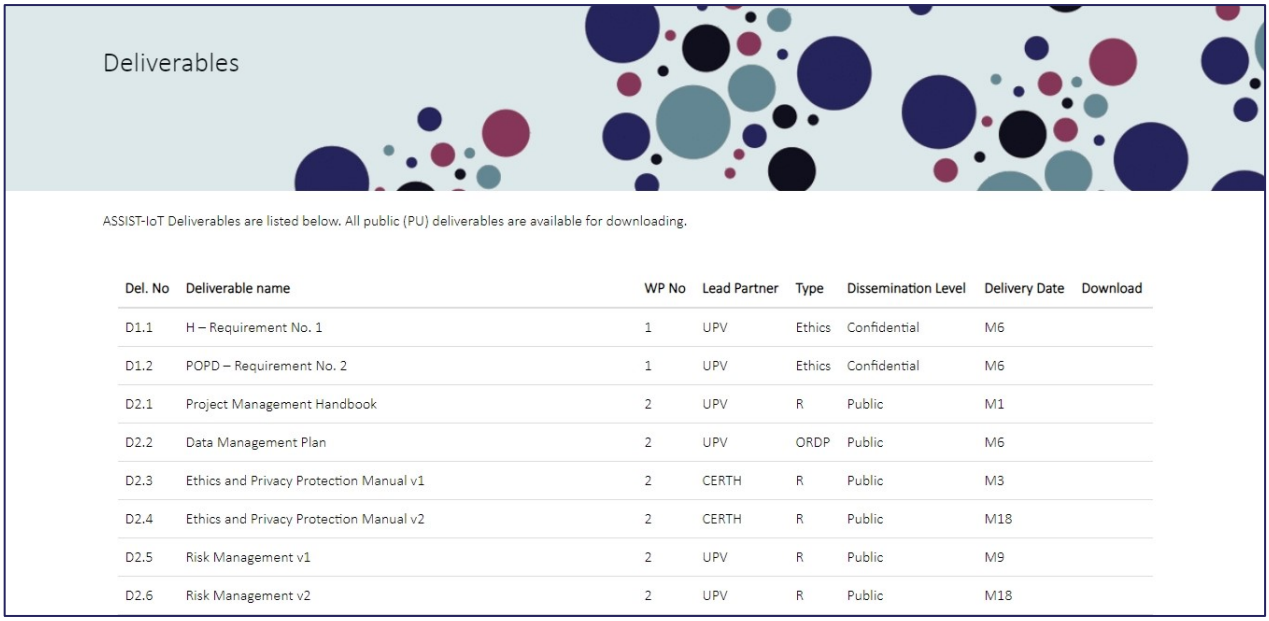



*Figure 17. ASSIST-IoT website – Press releases page*

- **Deliverables:** The Deliverables subsection provides a list of all the deliverables conducted during the project. All public deliverables will be available for downloading shortly after the submission to the EC portal.




| Del. No | Deliverable name | WP No | Lead Partner | Type | Dissemination Level | Delivery Date | Download |
|---|---|---|---|---|---|---|---|
| D1.1 | H – Requirement No. 1 | 1 | UPV | Ethics | Confidential | M6 | |
| D1.2 | POPD – Requirement No. 2 | 1 | UPV | Ethics | Confidential | M6 | |
| D2.1 | Project Management Handbook | 2 | UPV | R | Public | M1 | |
| D2.2 | Data Management Plan | 2 | UPV | ORDP | Public | M6 | |
| D2.3 | Ethics and Privacy Protection Manual v1 | 2 | CERTH | R | Public | M3 | |
| D2.4 | Ethics and Privacy Protection Manual v2 | 2 | CERTH | R | Public | M18 | |
| D2.5 | Risk Management v1 | 2 | UPV | R | Public | M9 | |
| D2.6 | Risk Management v2 | 2 | UPV | R | Public | M18 | |

*Figure 18. ASSIST-IoT website – Deliverables page*

- **Newsletters:** ASSIST-IoT Newsletters will be issued quarterly, summarizing the project's activities during the reported period. All ASSIST-IoT newsletter issues will be available for downloading in this dedicated page.


*Figure 19. ASSIST-IoT website – Newsletters page*

- **Events:** The Events page gives two additional options about accessing past and upcoming/scheduled events accordingly:
  - **Upcoming Events:** Upcoming events, such as conferences, workshops, special sessions, invited talks and presentations in which ASSIST-IoT plans to participate are presented on this page.
  - **Past Events:** All dissemination and communication events, in which ASSIST-IoT has participated are listed on this page.

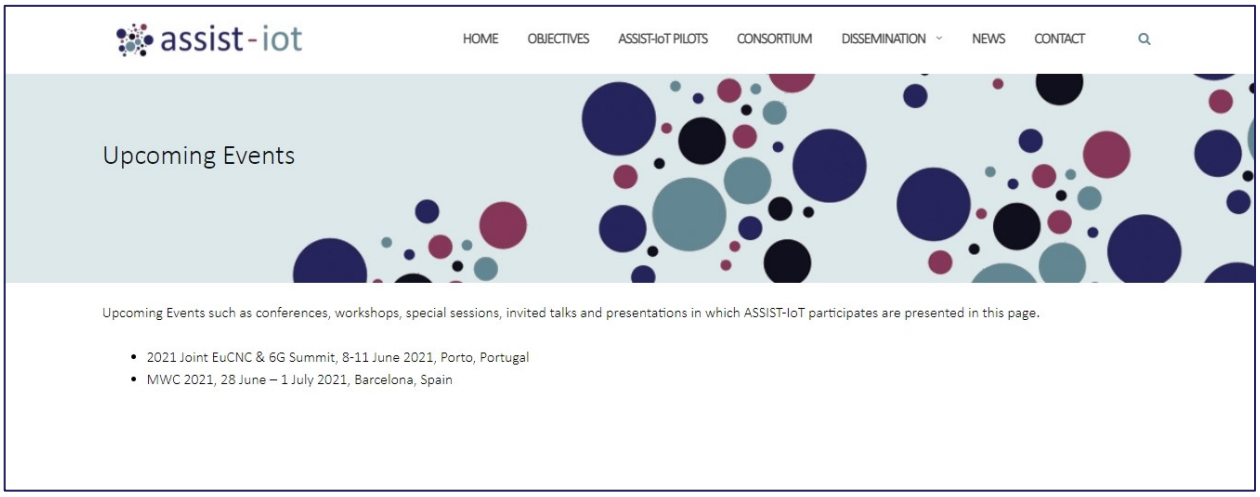



*Figure 20. ASSIST-IoT website – Future Events*

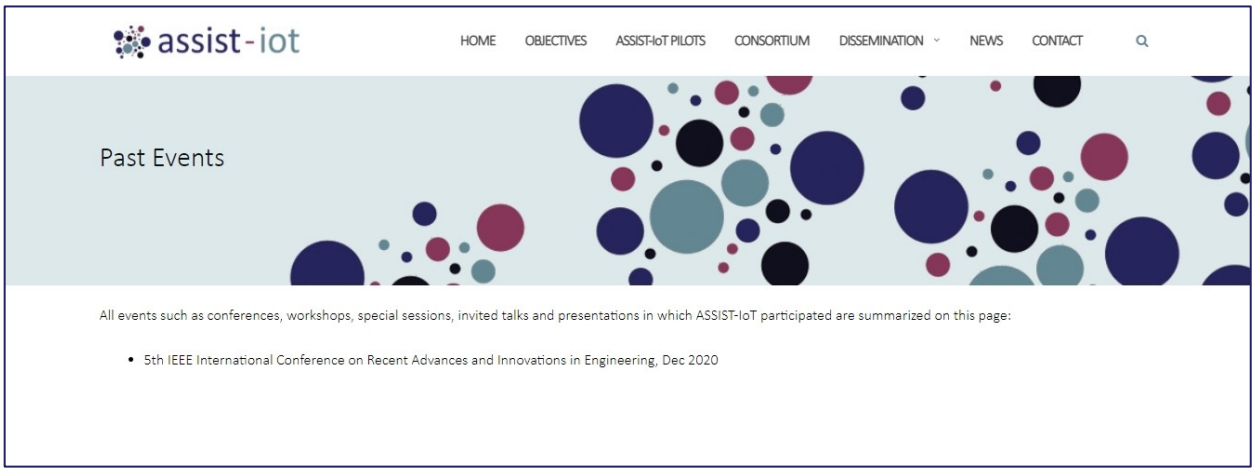



*Figure 21. ASSIST-IoT website – Past Events*

- **News:** The News page is regularly updated with content including project events, activities, news, trials, and other impact-generating dissemination material. The "NEWS" section gives a great overview of ASSIST-IoT activities where the users can scroll down and click on specific posts, read all the activity details, and be redirected to events web pages where the reported content is available in more details.

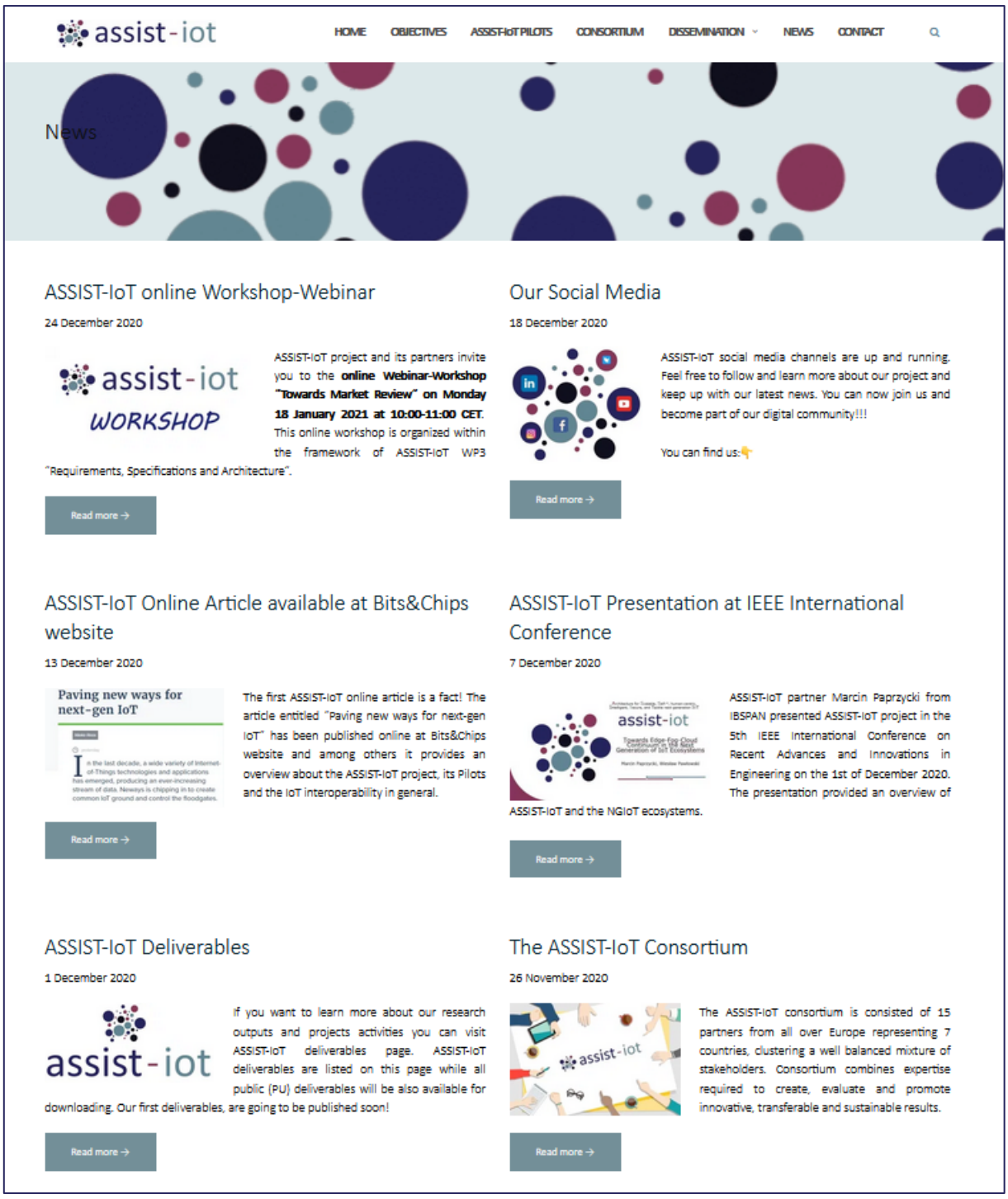



*Figure 22. ASSIST-IoT website – News page*

- **Contact:** The contact form is an integrated part of the website and serves as a bidirectional means of interaction among stakeholders and potential users. In this section emerging issues and queries by a visitor/user can be clarified/replied upon receipt since they are addressed to specific members of the ASSIST-IoT administrative team. Specifically, the members responsible for maintaining the functionality and the smooth interaction of this communication are the Project Coordinator (PC) and the WP9 leader, which are the direct recipients of any potential query.

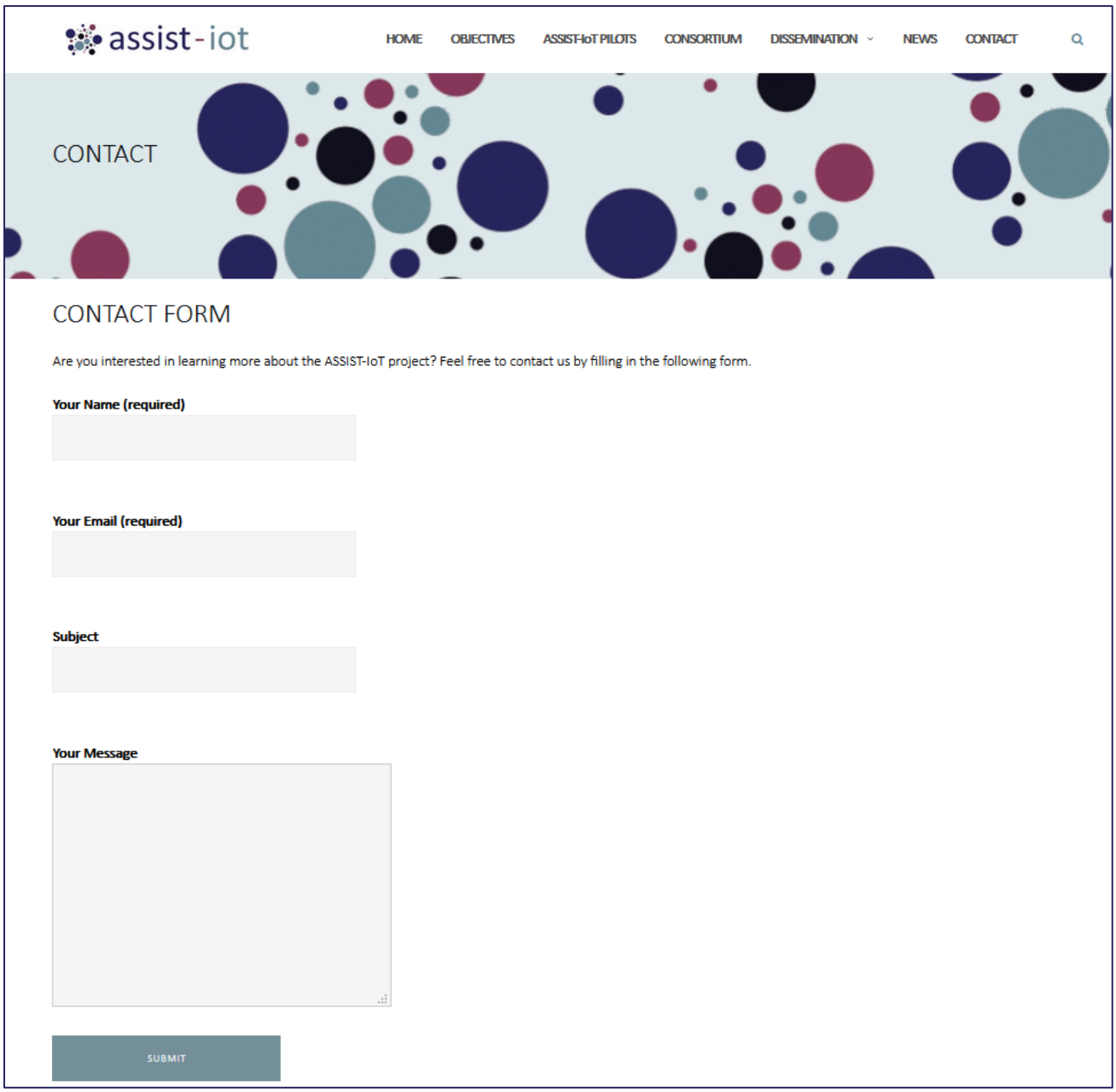



*Figure 23. ASSIST-IoT website – Contact form page*

## 2.3. ASSIST-IoT Social Media Channels

ASSIST-IoT has core presence in all popular social media networks for meeting the dissemination and communication goals of the project. Specifically, the following new ASSIST-IoT social media accounts were created and are now running and actively used since early November of 2020: Twitter, LinkedIn, Facebook, Instagram and YouTube. Table 1 provides the access links of all ASSIST-IoT social media channels.

*Table 1. ASSIST-IoT Social Media channels*

| | |
|---|---|
| Twitter | https://twitter.com/AssistIot |
| LinkedIn | https://www.linkedin.com/in/assist-iot-project |
| Facebook | https://www.facebook.com/assistiot |
| Instagram | https://www.instagram.com/assistiot/ |
| YouTube | https://www.youtube.com/channel/UC8Sedd5UyB8R61d9YDkkeGg |

ASSIST-IoT social media channels are regularly populated with several project-specific and project-related posts. ASSIST-IoT social media posts are oriented towards promoting the project news, dissemination content and activities of tests and trials, as well as providing content related to the focal issues that the project addresses (e.g., IoT, NGIoT, 5G, tactile internet, etc.). The objective of the latter is to deliver content that will attract attention of readers and convince them to come back to the project communication channels for being updated. All these activities play vital role in the creation of an active community around the project. By keeping active and up-to-date the ASSIST-IoT social media, we will also attract and gain more visitors/traffic to our website, while at the same time they play major role in targeting the general public interest. Also, every partner's activity on behalf of the project, will be promptly communicated through the social media channels.

In summary, the social media posts covered and will keep up covering the following topics, activities and areas:

- News and updates on the ASSIST-IoT activities (coverage of activities coordinated by ASSIST-IoT or activities that partners participate representing the project)
- Publications and presentations originating from workshops, conferences, journals, etc.
- White papers and Technical reports
- Project showcases/demonstrations and trials
- Publications in articles, online sources, newspapers
- Upcoming events calling stakeholders for papers (CfP) and events participation
- Videos and photos
- ASSIST-IoT partners related activities and achievements
- ASSIST-IoT public deliverables
- ASSIST-IoT Newsletter issues
- Articles on popular IoT and NGIoT magazines addressing mainly the general public
- Exclusive content explaining the nature of ASSIST-IoT project (technical and non-technical), addressing various stakeholders and sectors (scientific, academic ad industrial)

Moreover, links to all ASSIST-IoT social media channels are available in the footer of the project's website (https://assist-iot.eu/). Each of the social media icon leads, when clicked, to the respective social media channel. Furthermore, the social media channels, among others, play an important role in promoting the projects' newsletter. Once an issue is available, a relevant post is published in order to invite users to access and read the most recent issue, which can be easily spotted and downloaded from the ASSIST-IoT website.

**Details on the overall communication plan and strategy of the ASSIST-IoT communication channels will be provided in the upcoming deliverable D9.2 Impact Creation Roadmap**. However, it is worth mentioning that during the first six months of the project, informative content will be intensively communicated in a unified

way among all the project's social media accounts. This strategy will be utilized for capturing a wider audience, for informative purposes and synchronously raise the project's (brand) awareness, its scope, milestones and overall objectives to the widest possible public audience.

Overall, social media channels are fundamental tools for promoting the project's attributes to reach the respective audience targets, via the corresponding digital channels. This social media communication pipeline is formulated to be used regularly on a weekly basis including an average of two posts per week. This approach is going to be modified/adapted promptly, in response to specific/special circumstances (e.g., events, meetings, trials etc.).

After M6 (April 2021), the content among social media channels will be different. Since then, first scientific results will become available, Twitter and LinkedIn are going to be used for more technical, academic, and scientific audience relevant to the project nature, while Facebook and Instagram are going to provide content for a wider audience. These "easier to understand" posts will have an informative scope, giving details about more general aspects of the project, targeting audiences with less technical background.

At this point it should also be highlighted the ASSIST-IoT YouTube channel as part of the ASSIST-IoT communication strategy. Since YouTube is a communication channel that gives the space to host videos and image-based communicative material, it is of high importance to be well maintained and appropriately populated with project's activities content (e.g., activities from events, meetings, use cases, overviews, trials and demonstrations, etc.).

In Figure 24, the step-by-step goals approach of ASSIST-IoT social media communication strategy is presented:

- **Audience Follows and Likes ASSIST-IoT social media activities,** in order to enable the sound communication and the maximum visibility to the greatest possible audience.
- **Resharing posts and activities** for increasing overall project's impact.
- More likes mean **higher engagement**, which will lead to **higher awareness**, and, in turn, will add **extra value** to the project.

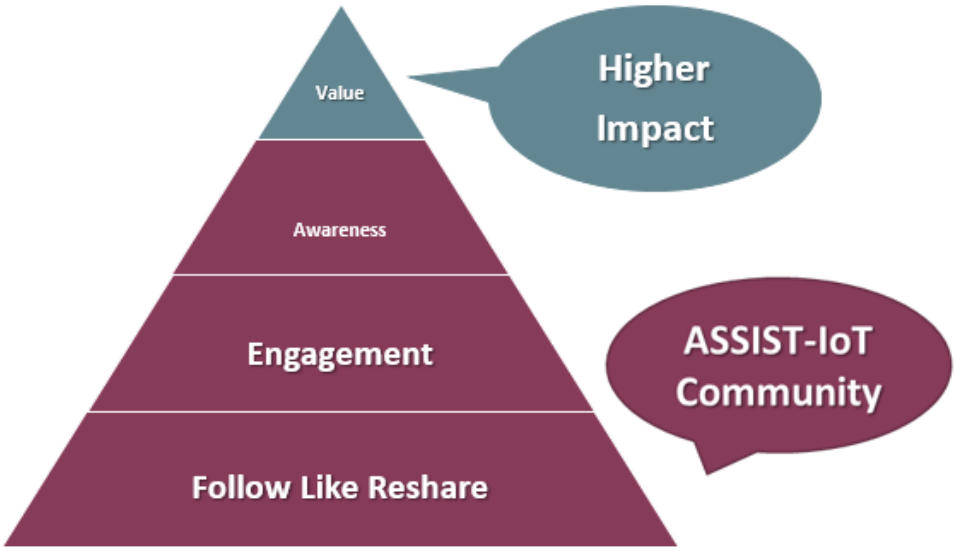



*Figure 24. ASSIST-IoT social media channels' communication goals*

More details on the ASSIST-IoT communication strategy will be provided to the upcoming D9.2 "Impact Creation Roadmap".

In the following subsections, each ASSIST-IoT social media channel and its corresponding objectives are presented

### 2.3.1. ASSIST-IoT Twitter Channel

As we have mentioned earlier, at the first stage of social media channels' operation, the main target is to accumulate followers while briefing the audience about ASSIST-IoT project and its initial activities. Figure 25 shows part of the Twitter account main page profile (https://twitter.com/AssistIot). It provides a brief description of the project and information on the number of Followers, Following etc. Users can access and read posts, retweet content, like and comment. ASSIST-IoT will use Twitter account for communicating several of its activities, and it can be considered as the news portal of the project due to the brief and compact character restrictions, not allowing long posts and chattering. Furthermore, engagement via Twitter posts with followers, such as mentions, reshares and comments will improve the communication of the project, as it will target non-followers audience too.

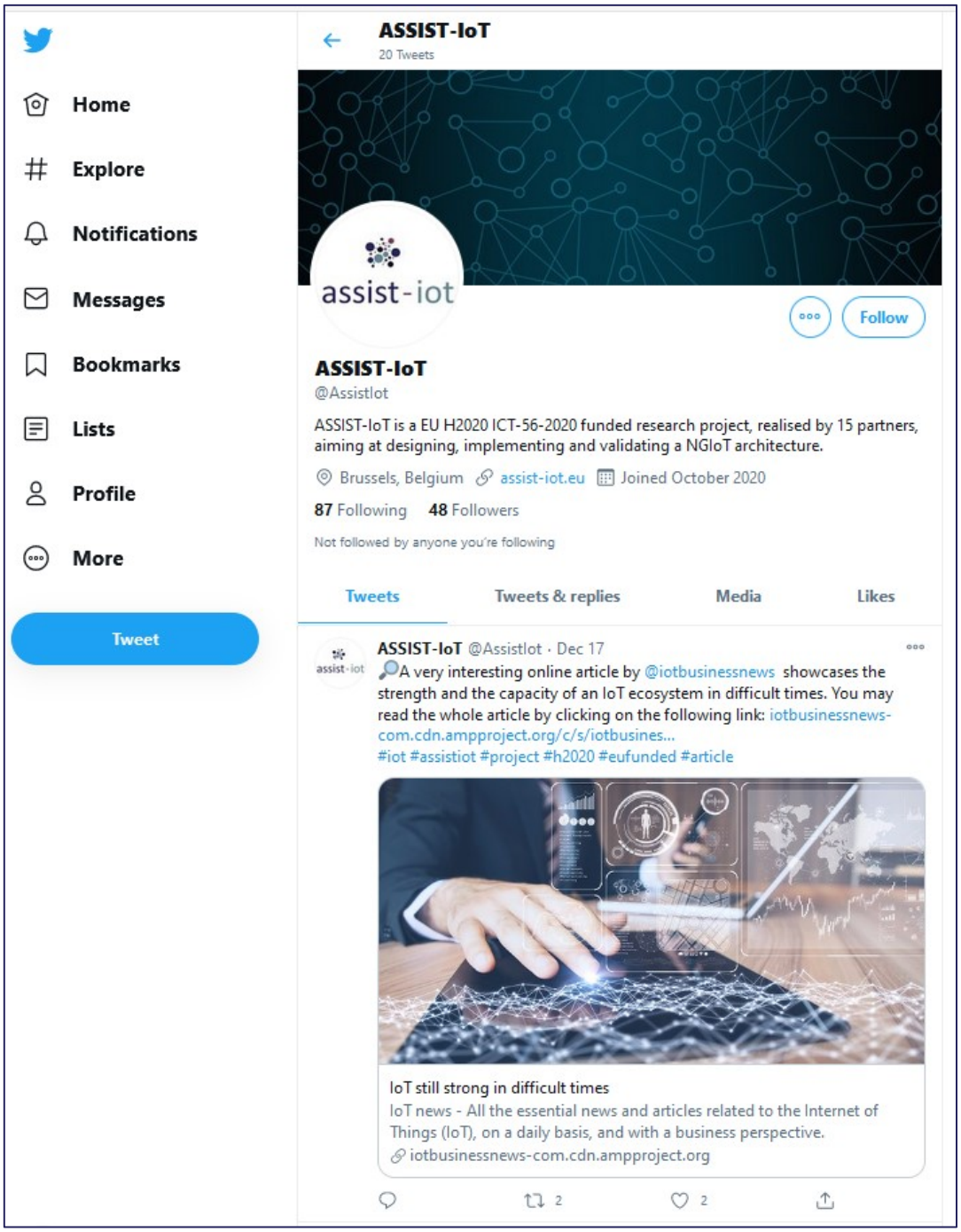



*Figure 25. ASSIST-IoT Twitter account*

## 2.3.2. ASSIST-IoT LinkedIn Channel

LinkedIn is an online business channel, which allows members to create profiles and "connections" to each other, creating an online social network of professional audience. It is well suited for professional branding and for communicating achievements and activities related to various sectors. ASSIST-IoT, through its LinkedIn account (https://www.linkedin.com/in/assist-iot-project), will develop its own connections network and will communicate its activities and achievements to its targeted LinkedIn audience. A short overview of the project is presented on the bio of the LinkedIn account, where a user can easily navigate through the account and interact with the generated content (Figure 26).

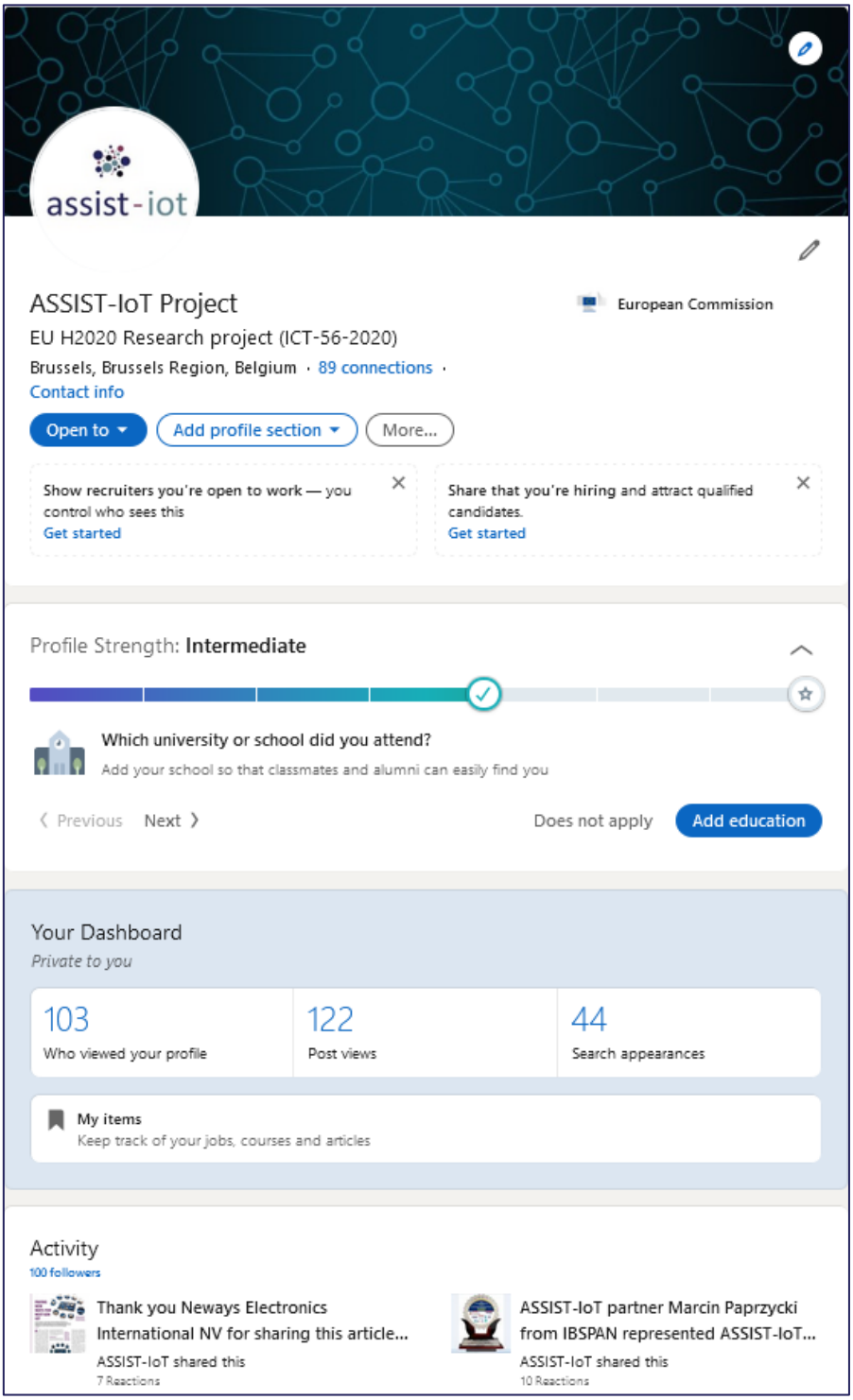



*Figure 26. ASSIST-IoT LinkedIn account*

### 2.3.3. ASSIST-IoT Facebook Channel

Facebook plays an important role in the creation of impact, as it is the most approachable social media channel by the general public (mainly non-technical audience), while it has the capacity to provide word-of-mouth "advertising". This happens due to its reaction characteristics, and its great number of active users. In other words, it is considered the social media channel that gives multiple ways of different types of engagement to its users. Facebook will be used as a mean for communicating a "more general" content. This does not mean that technical and academic attributes of the project will not be communicated through Facebook channel, but they will be communicated using a non-technical language. Navigating through the ASSIST-IoT Facebook page (https://www.facebook.com/assistiot), users can be kept updated with the latest news and activities of the project. They can also interact in various ways and promote the project to fellow users/friends.

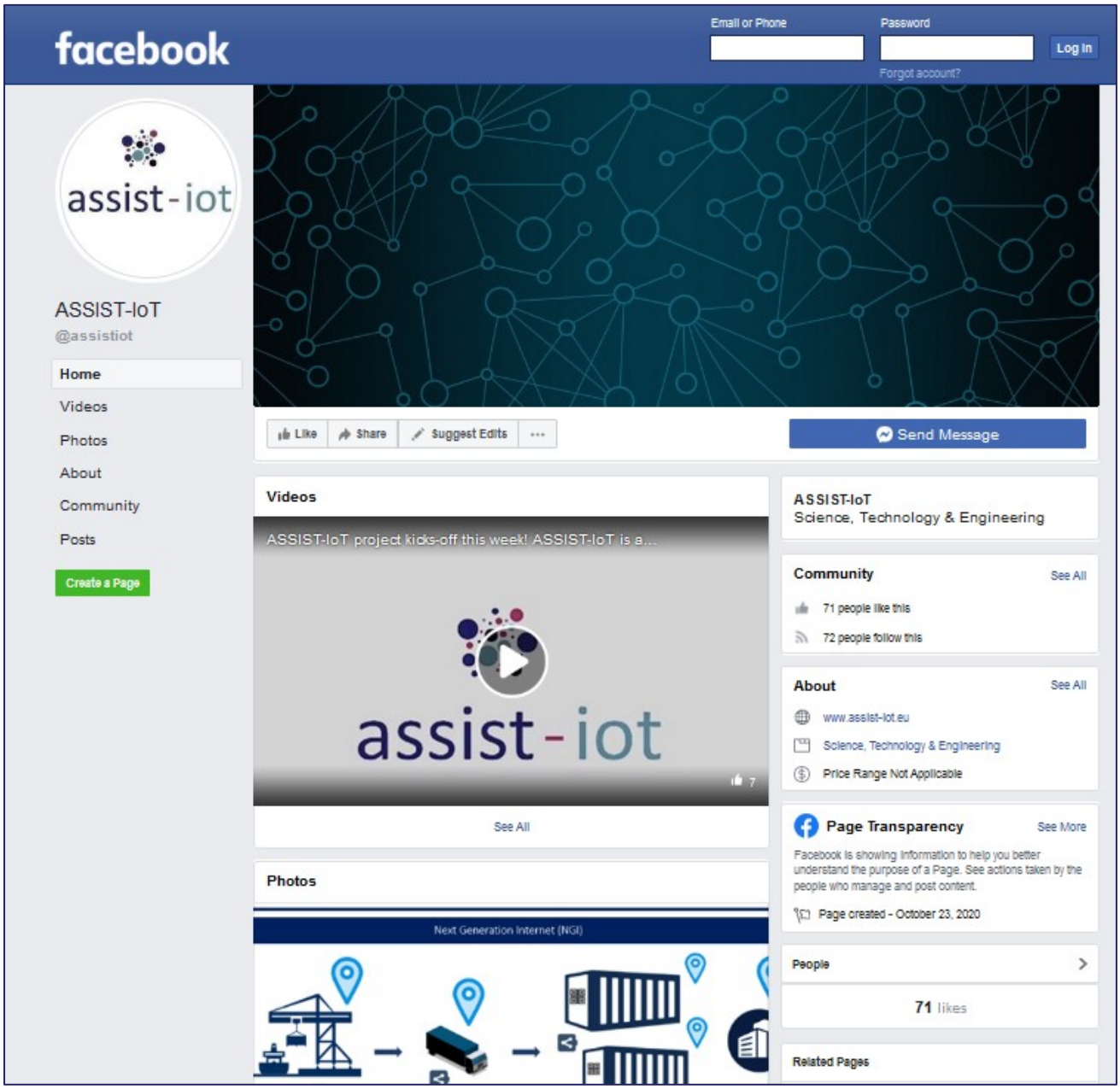



*Figure 27. ASSIST-IoT Facebook account*

### 2.3.4. ASSIST-IoT Instagram Channel

The ASSIST-IoT Instagram account (https://www.instagram.com/assistiot/) communicates and visualizes the project's news and activities, using photos and stories, according to Instagram format limitations. In the account, any user can view photos and content from events, trials and general activities from the project. Instagram functionality is based on posting images and short videos accompanied by short texts. This type of content brings the opportunity to make more compact, visual and to the point posts, with more emphasis on the visual aspects (photos, videos) and less on the text. Moreover, this type of content is the most suitable for addressing and attracting a different type of audience that the one targeted through the rest social media channels. Instagram account will be also enriched with Instagram stories, as the project progresses, and more material is available for communication. On the Instagram account, INFOLYSiS team is going to post less technical content, enriched with images, to better and easier explain and communicate projects' content. Furthermore, in the bio of the account, users can access the website link and read additional details about the project (Figure 28).

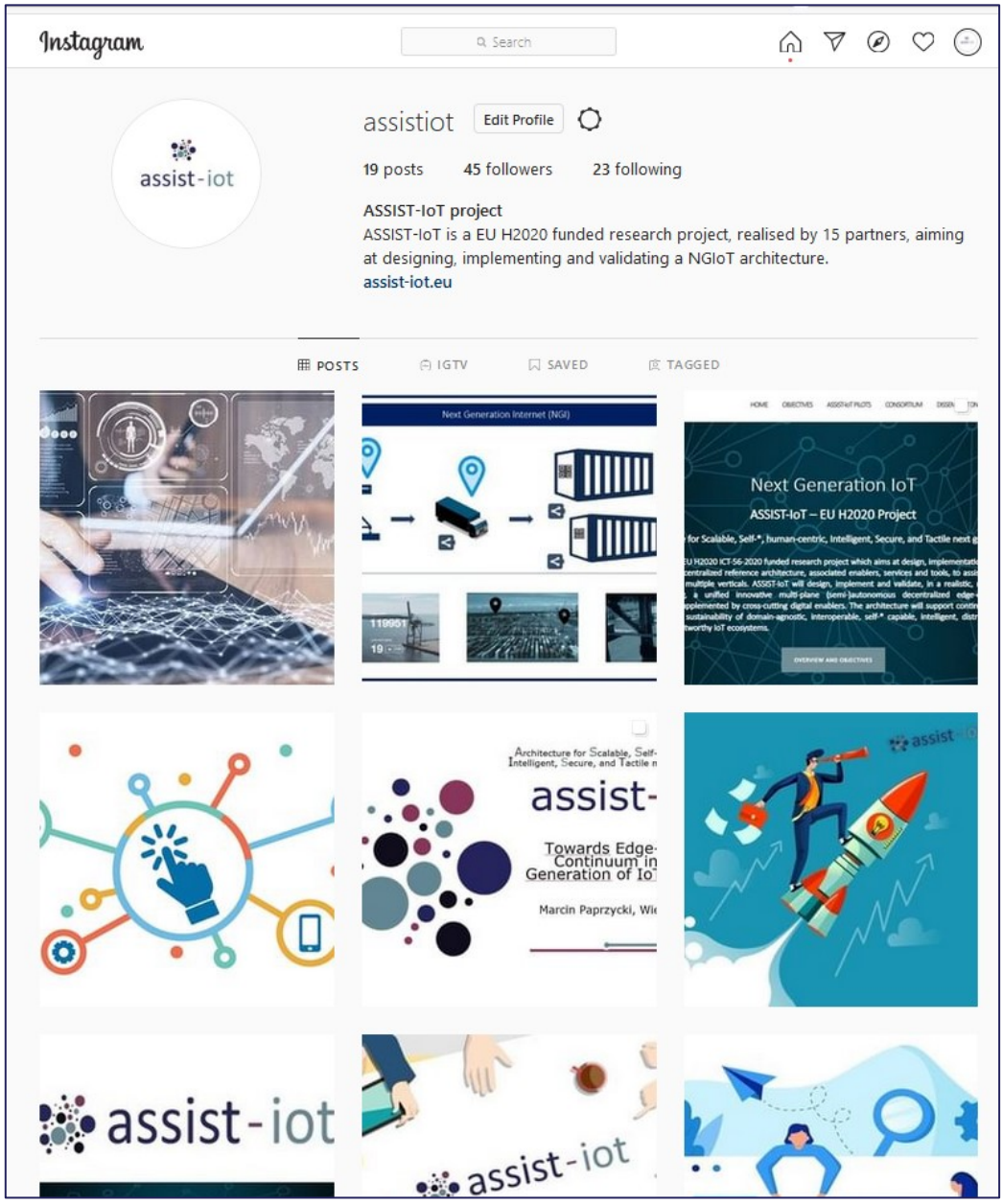



*Figure 28. ASSIST-IoT Instagram account*

### 2.3.5. ASSIST-IoT YouTube Channel

YouTube is another interactive channel that will add extra value to the project and reinforce its communication activities. The ASSIST-IoT YouTube channel will be updated regularly with videos since it will be used for promoting and showcasing the project (https://www.youtube.com/channel/UC8Sedd5UyB8R61d9YDkkeGg). Videos from events, conferences and presentations will be communicated through the YouTube channel. YouTube is a considered a seminal channel. It is expected to boost the impact of ASSIST-IoT project to an audience of subscribers that prefer to watch videos of performed activities, rather than reading in-depth technical content. An important goal of ASSIST-IoT YouTube channel is to accumulate soon 100 subscribers for gaining a dedicated channel URL with the channel name (i.e. youtube.com/assist-iot).

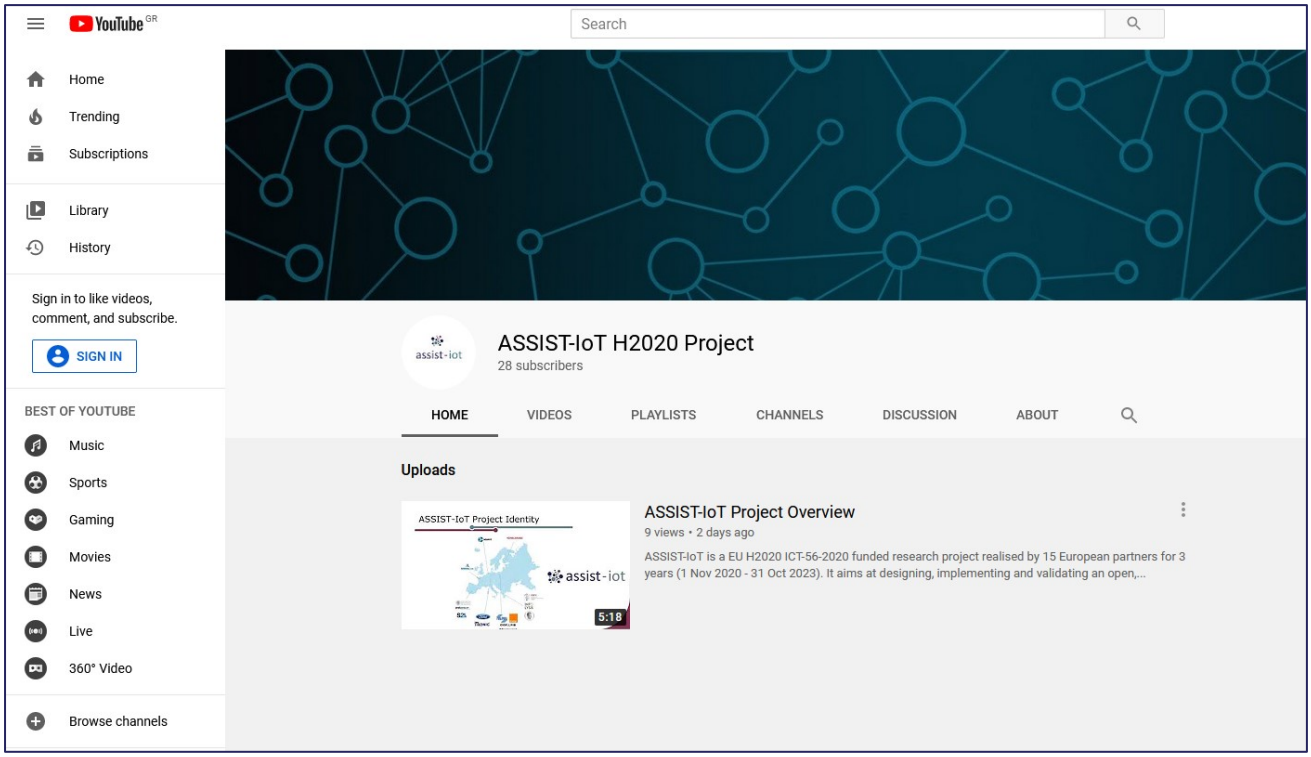



*Figure 29. ASSIST-IoT YouTube account*

## 2.4. ASSIST-IoT Newsletter

ASSIST-IoT Newsletter will be published quarterly (every 3 months), starting with the first issue that will report the period November 2020-January 2021(M1-M3) and is expected to be released by the middle of February 2021. Newsletter issues will be used for communicating, in a summarized way, the project's activities and achievements of a specified quarterly period.

During the first months of the project, a first draft of the newsletter template has been designed, and during M3 the editing of the first issue has been initiated (Figure 30 and Figure 31). Each newly issued version will be uploaded on the website and will be communicated through projects' social media channels. Stakeholders will have access, and they will be able to easily download it and read it.


*Figure 30. ASSIST-IoT Newsletter - Cover Page Template - Issue 1 (under editing)*

ASSIST-IoT Newsletter will have informative character, giving specific details to events, meetings, activities and publications of a particular period of the project's lifetime. The reader may also find in the newsletter links that will lead them to the corresponding website, with more details from the reported activities. Moreover, small

images/photos will accompany the text of each reported activity. These images will be representatives of the equivalent activities in events such as presentations, workshops, panels, etc.


*Figure 31. ASSIST-IoT Newsletter - Back page Template - Issue 1 (under editing)*

## 2.5. ASSIST-IoT Leaflets

ASSIST-IoT partners have created and use a project-specific leaflet as an enhanced means of communication. Leaflets provide a brief but comprehensive idea about the nature and actions of the project. Several leaflets will be released through the project lifetime.

Thus far, two main leaflet versions have been made for use either in printed or in digital format (2-page leaflet in A4 size). The first leaflet version is presented in Figure 32 and Figure 33. On the first page there is a detailed overview about the project's target, its objectives and the consortium. On the second page, there is a brief description of ASSIST-IoT pilots, alongside with their different scenarios. Each pilot is accompanied by a descriptive picture facilitating a better understanding.


*Figure 32. ASSIST-IoT Leaflet ver1.0 - 1st side*

Moreover, on the second page of the leaflet the reader can spot the project's website and social media channels with respective URL links (functional on the digital version of the leaflet). The leaflet can be used and communicated to multiple events such as conferences, workshops, face to face meeetings ,etc.

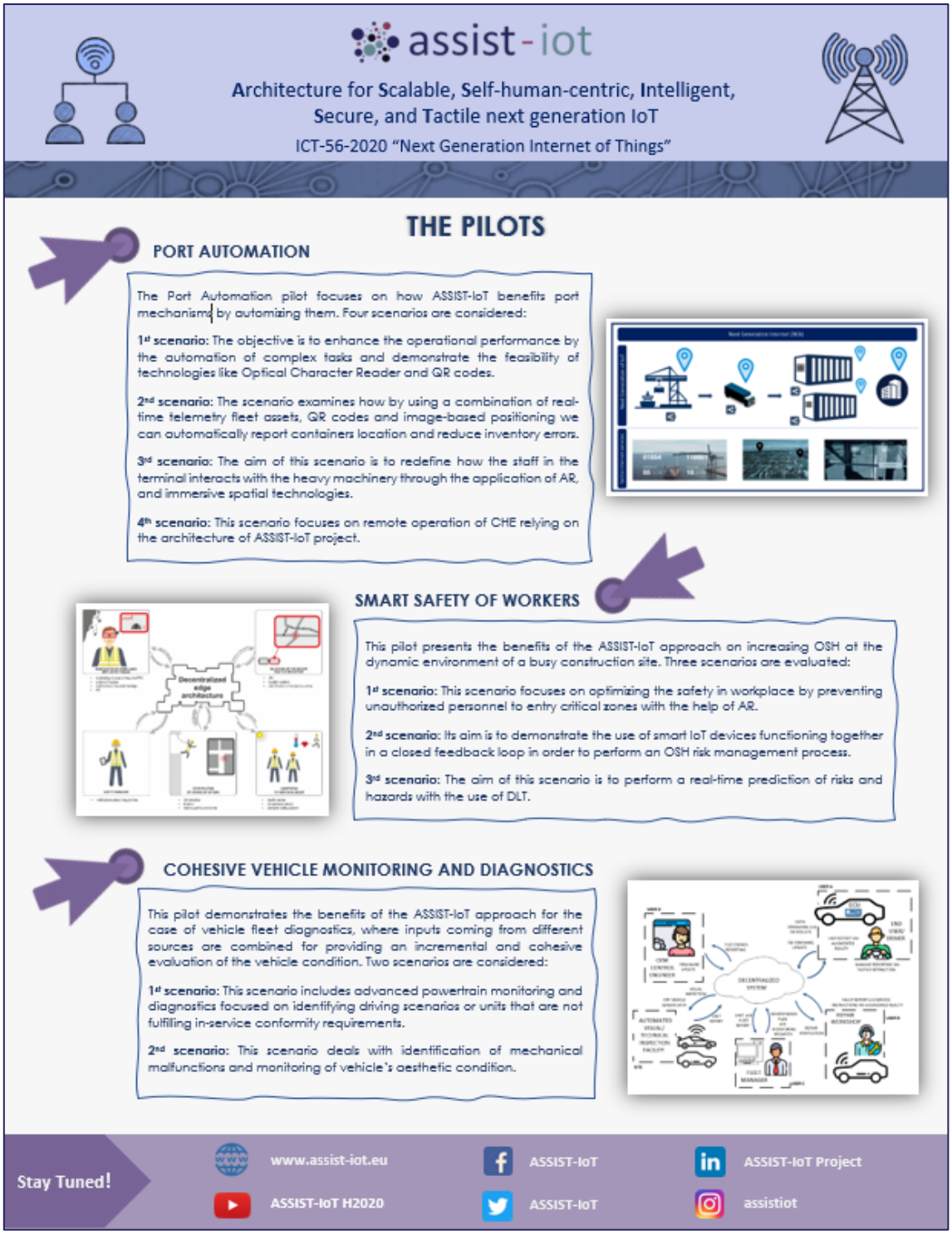



*Figure 33. ASSIST-IoT Leaflet ver1.0 - 2nd side*

During January 2021, the second version of the leaflet was released. It follows the same layout and design as the project poster (refer to section 2.6), making a perfect match-pairing between the leaflet and the poster for homogeneous look and appearance.

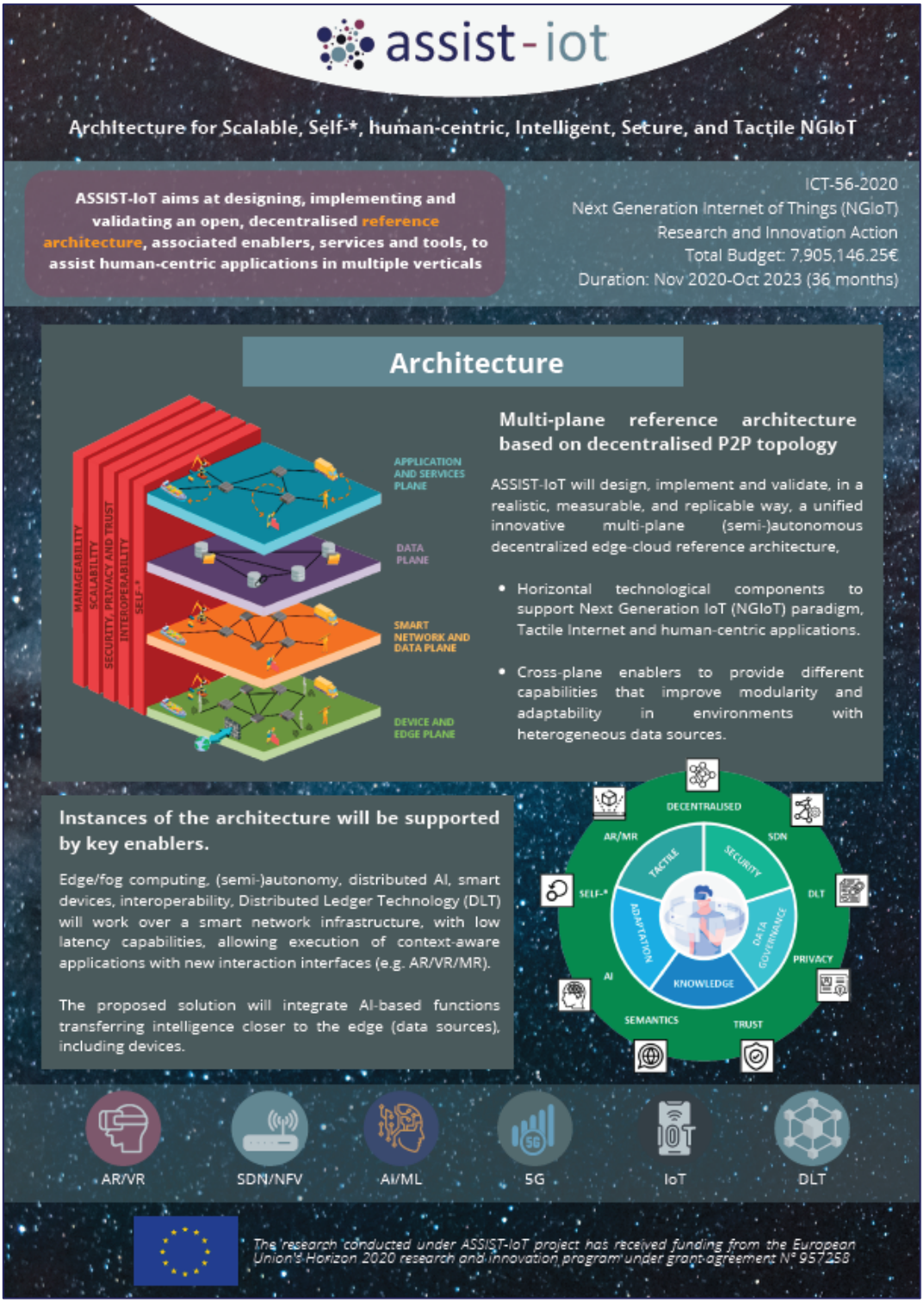



*Figure 34. ASSIST-IoT Leaflet ver2.0 - 1st side*

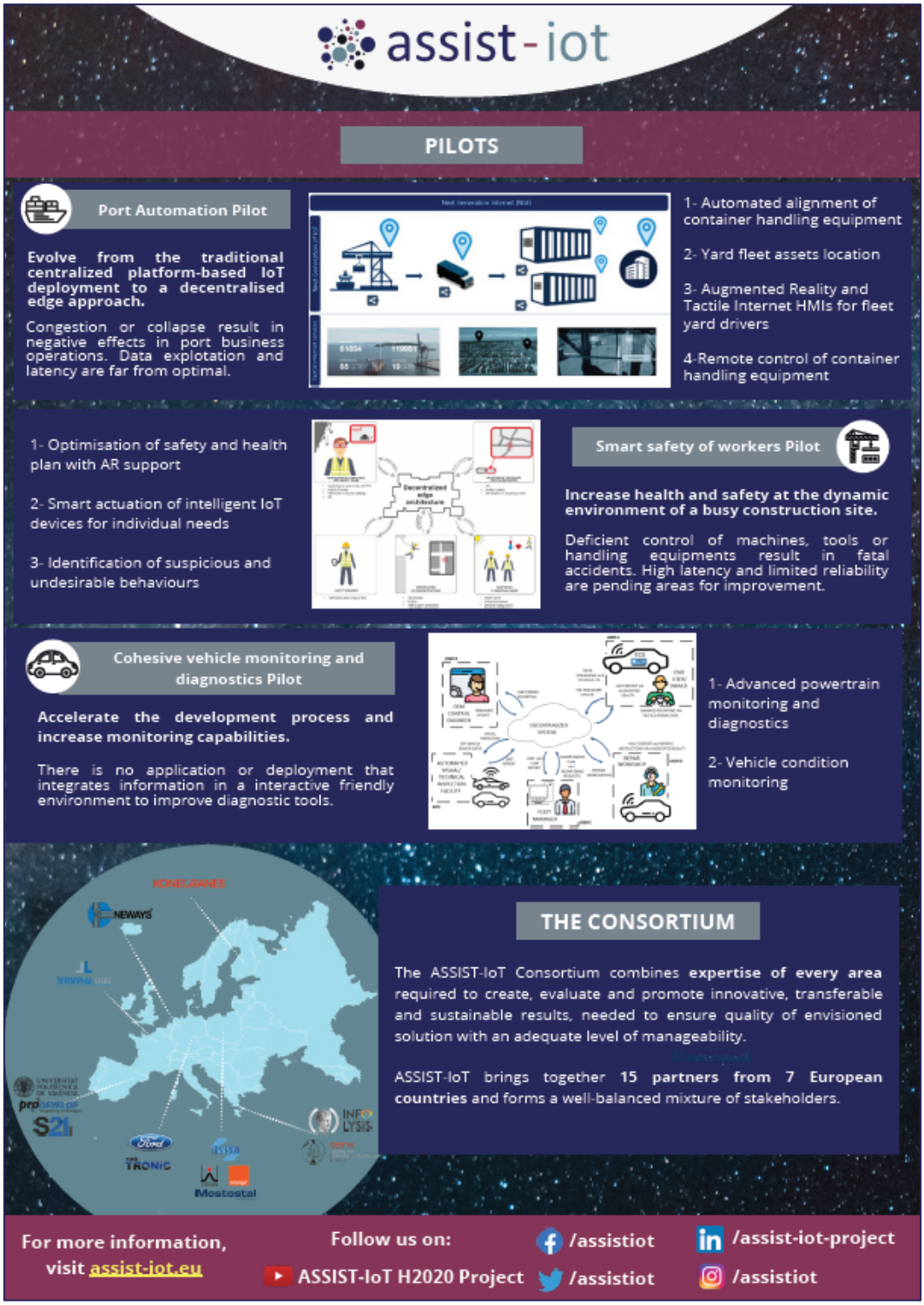



*Figure 35. ASSIST-IoT Leaflet ver2.0 - 2nd side*

## 2.6. ASSIST-IoT Poster

ASSIST-IoT will also use posters during its communications activities. In particular, posters will be used in various types of dissemination and communication activities such as workshops, booths, presentations, webinars, seminars, trainings and trials. Posters' main objective is informative, since it will provide to the audience compact and comprehensive details about the project, its objectives and its pilots. The first release of

the ASSIST-IoT poster was initially available in draft version during December and then its final version was released in early January (Figure 36) in A2 size and soon in A1 too.

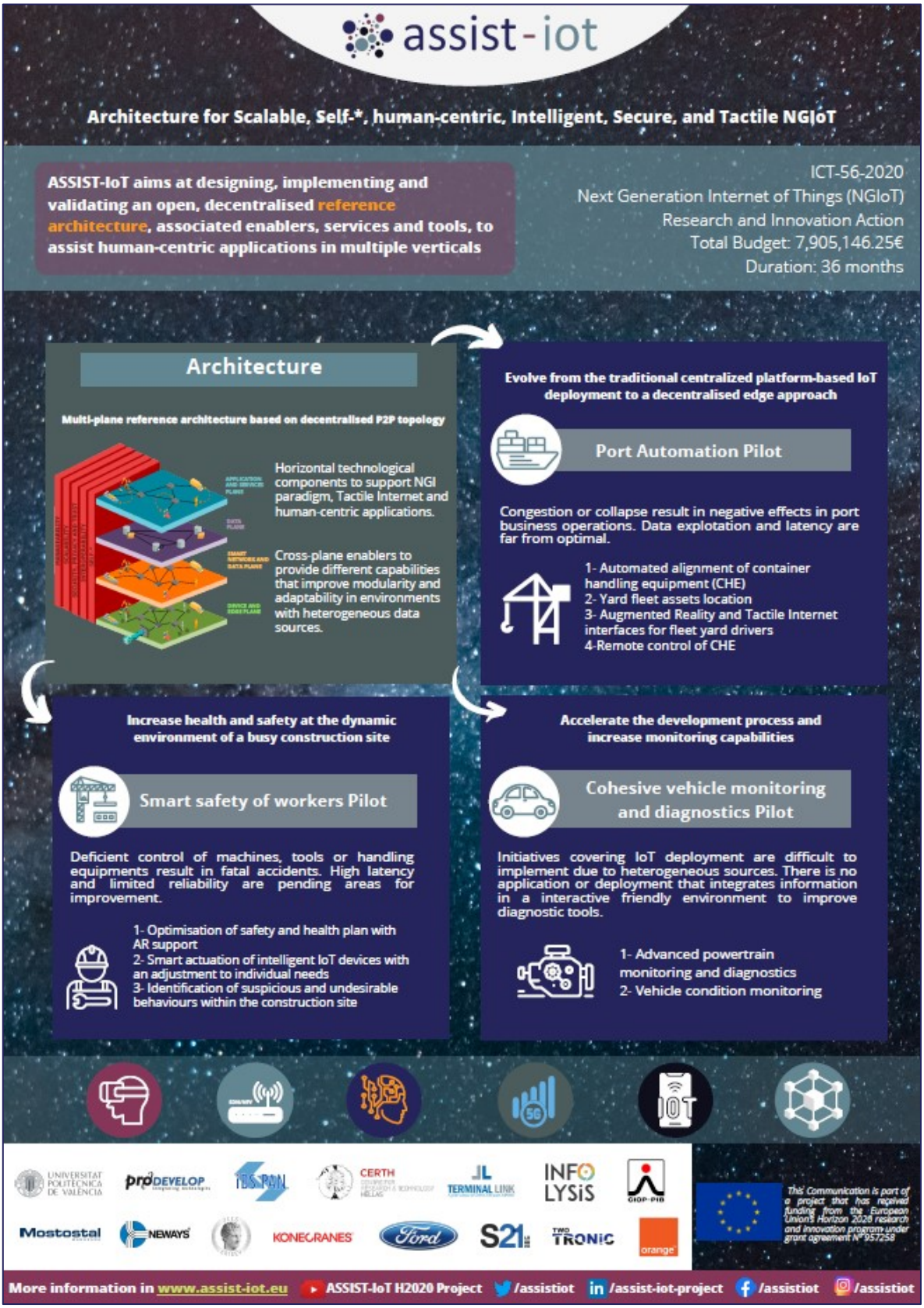
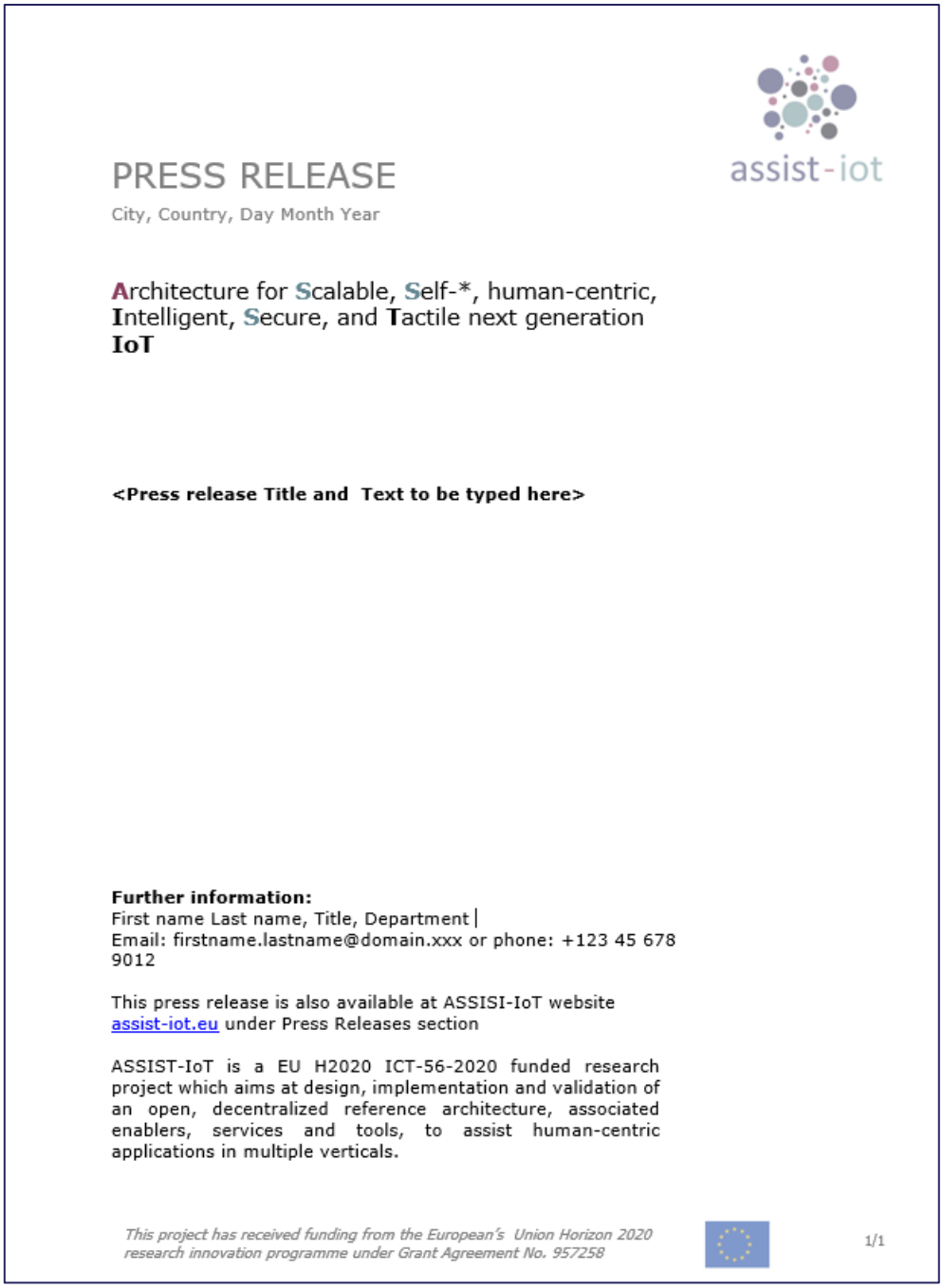



*Figure 36. ASSIST-IoT Poster*

## 2.7. ASSIST-IoT Press Releases

Press Releases are an additional means that will be used for enhancing the project's communication activities. Press releases are considered the most suitable way to communicate the project's achievements, in a more official way, to a business and industrial audience. By utilizing the press release channel, we create a network of stakeholders, which is active in the market in various related industrial sectors. Press releases will share summarized information concerning specific activities and results of the project that need to be formally communicated/announced in specific targeted audiences in parallel to the deliverables. Press releases will have either the form of News-Announcements released on partners' websites and presented in Press Releases dedicated ASSIST-IoT website page (Figure 17), or they will be formally communicated to target audience/stakeholders and mass media (via email) using the ASSIST-IoT press release template (Figure 37).



PRESS RELEASE

City, Country, Day Month Year

**A**rchitecture for **S**calable, **S**elf-*, human-centric, **I**ntelligent, **S**ecure, and **T**actile next generation **IoT**

**<Press release Title and Text to be typed here>**

**Further information:**
First name Last name, Title, Department |
Email: firstname.lastname@domain.xxx or phone: +123 45 678 9012

This press release is also available at ASSISI-IoT website assist-iot.eu under Press Releases section

ASSIST-IoT is a EU H2020 ICT-56-2020 funded research project which aims at design, implementation and validation of an open, decentralized reference architecture, associated enablers, services and tools, to assist human-centric applications in multiple verticals.

*This project has received funding from the European's Union Horizon 2020 research innovation programme under Grant Agreement No. 957258*

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*Figure 37. ASSIST-IoT Press Release template*

## 2.8. Other Means of Communication

ASSIST-IoT may also utilize additional means of communications to enhance its impact and communication effectiveness, as well as means from the dissemination field[1].

In the following list, an indicative list of additional/potential means-channels is highlighted:

- Any type of online content related to ASSIST-IoT project (e.g., blogs, images, events' invitations etc.)
- Articles in newspapers
- Articles in magazines
- Interviews conducted by partners
- Videos/slideshows from events that partners have participated in
- Printed material such as brochures, stickers, etc.
- Communication packages
- Partner's communication channels (websites, social media channels and newsletters) for communicating ASSIST-IoT activities and results
- Dissemination portals such as ResearchGate for communicating ASSIST-IoT scientific activities

[1] Communication and dissemination are two separate fields of activities but with close collaboration and relation to each other since they aim to common objectives and results.

# 3. Control and Monitoring of Communication Activities

ASSIST-IoT WP9 (T9.1) members have enabled several monitoring and control mechanisms for evaluating the performance of the communication activities. These mechanisms will continuously monitor and quantify the project's website and social media channels impact. Such monitoring mechanisms are of vital importance because they provide important feedback and keep track of impact effectiveness to the consortium. These tools also guarantee smooth collaboration between the members of the consortium. Please note that detailed analysis of the tools, as well as of the strategy used for monitoring, controlling and evaluating ASSIST-IoT communication channels' efficiency and performance will be provided within the scope of the upcoming deliverable D9.2 "Impact Creation Roadmap".

## 3.1. Online Repository and Coordination Files

The ASSIST-IoT partners use the OnlyOffice platform, as a collaborative tool for sharing material and content. The OnlyOffice platform is divided into sections – folders and sub-folders - for the smooth distribution and better organization/filing of the project's material. OnlyOffice platform plays a major role in the efficient cooperation and coordination among the partners of the consortium. There are several dedicated folders created per Work Package and Task, while the option for online editing of files is also available, a feature which is particularly useful in documenting communication activities.

Specifically, for the efficient documentation of the performed communication and dissemination activities by every partner, a process has been defined that relies on the use of two distinct sheet files at the OnlyOffice repository. These two files are fulfilling two different purposes. The first file is named "WP9 Activities reporting" and is completed after a partner performs a communication/dissemination activity related to the project. The second one is named "Posts for Social Media" and gives the partners the initiative to suggest content for upcoming posts at the project's communication channels and/or news for the News web page.

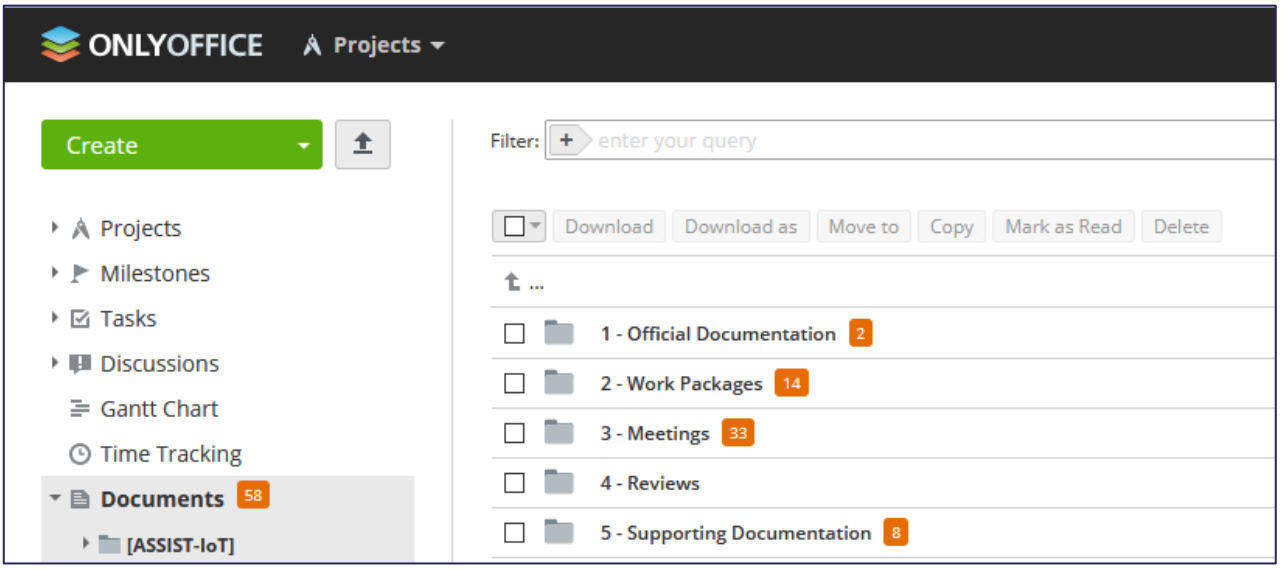



*Figure 38. ASSIST-IoT OnlyOffice online tool*

In addition to OnlyOffice, two collaboration tools are also used for better coordination among partners since the very beginning of the project:

- Dedicated Mailing lists per WPs and groups (details already provided in D2.1)
- Microsoft Teams for organizing calls/telcos per WP

All partners will use the Microsoft Teams online tool for organizing online telcos. Microsoft Teams online environment gives the chance for organizing telcos and creating separate links for different WPs and tasks

communication. It is a tool with large capacity as it can connect numerous users from different locations. Also, it gives the host the chance to record the online meetings.

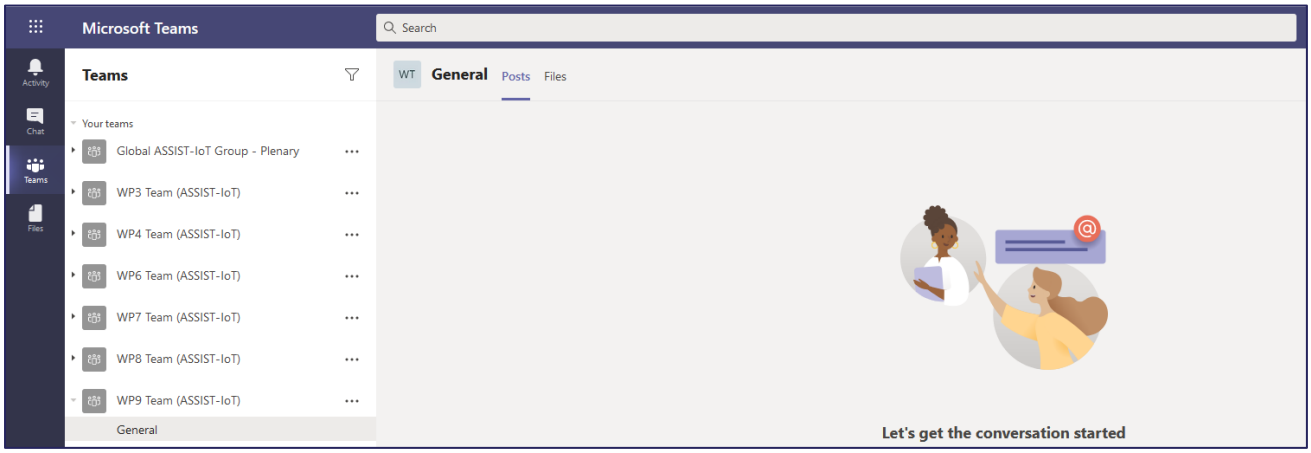



*Figure 39. ASSIST-IoT Microsoft Teams Online tool*

## 3.2. ASSIST-IoT Website Statistics

INFOLYSiS team, as part of its communication responsibilities, collects and processes statistics derived from the ASSIST-IoT Website. Part of this action is to visualize and present these data in a manner that can be understood by every interested partner, while its performance will be also evaluated under specific metrics. This feedback shows different dimensions of website's functionality and consists the means for its detailed evaluation and improvement of the website.

Overall, website statistics and data analysis provide a great amount of information among which are user's acquisition, which parts of the website's content are more appealing and visibility-impact in general. This feedback is also of great importance, as it is the baseline of the digital communication impact of the project, so that it should be closely monitored and assessed for optimum performance. For such reasons, two distinct analytics tools, the Google Analytics (combined with Google Data Studio), and the WordPress Jetpack statistics, will be used extensively in terms explained in the following sections.

### 3.2.1. Google Analytics and Google Data Studio Dashboards

Google Analytics is an irreplaceable tool for any Digital Marketing procedure linked to a website. The Google Analytics tool has the capacity to provide one with in-depth and sophisticated data analytics, reflecting different metrics and activities of a website performance and impact. However, it depends on the administrator to choose each time those data, which are related to website targets and communication strategy. Users' activity such as, which specific page they were more interested in, number of sessions, average duration of website visits and information about user acquisition are just a small indicative sample of the metrics planned to be monitored and analysed. Within the framework of ASSIST-IoT and through Google Analytics, the communication team will analyse the performance and impact of the ASSIST-IoT website on a monthly basis and will release internally statistics on a quarterly basis. Any deviations or under performance, will be immediately spotted and corrective actions will be applied.

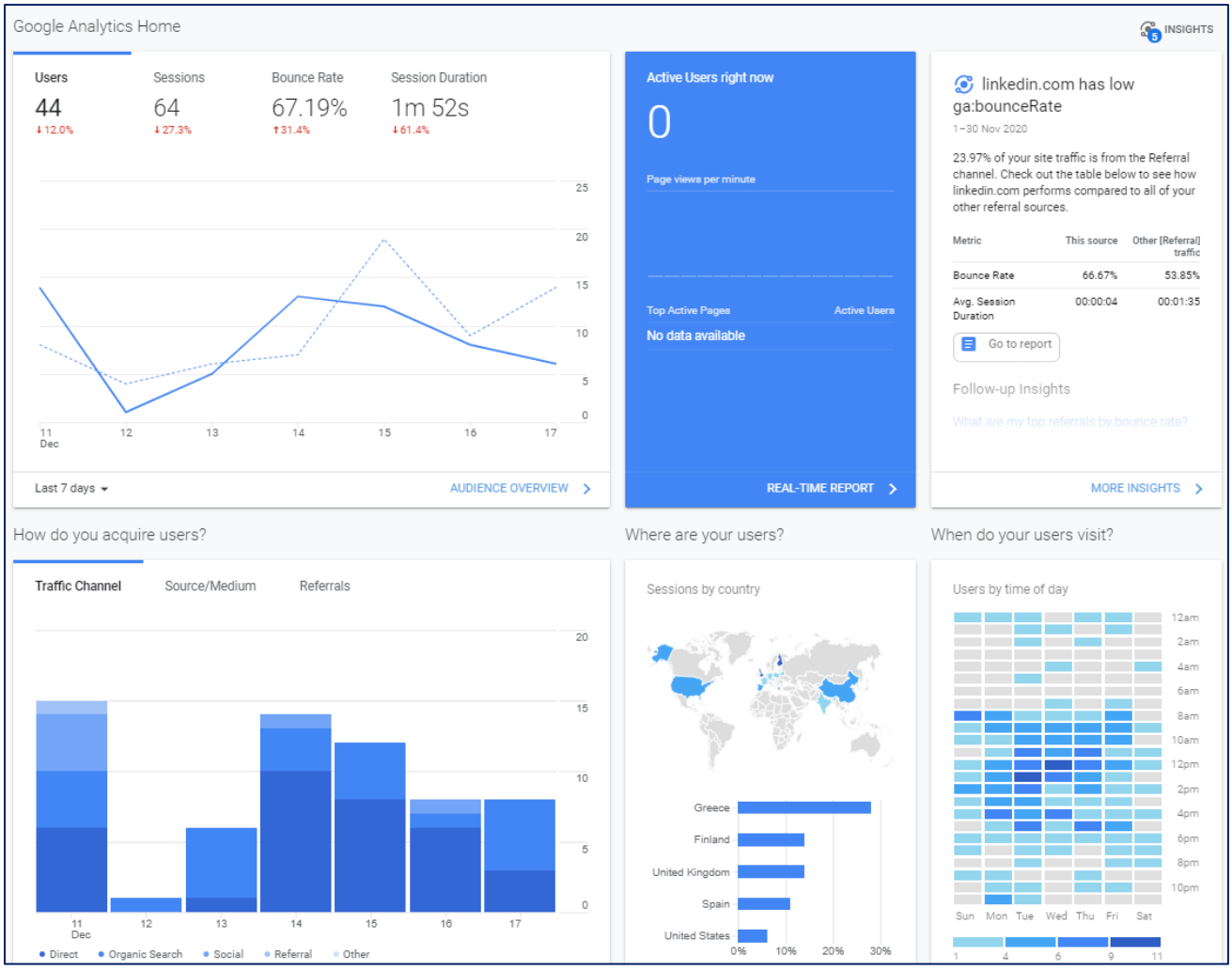



*Figure 40. ASSIST-IoT Google Analytics Dashboard for a 7 days period in December 2020*

Regarding the ASSIST-IoT project, Google Analytics will not be used by the communication team only for monitoring and evaluating the website's efficiency, but it will also be used as a source of data to Google Data Studio. More specifically, Google Data Studio will be used as an additional statistical tool for supplementing the Google Analytics. It will provide a tailored made Website Statistical Google Data Studio Dashboard, designed by the INFOLYSIS partner. This dashboard will provide to all interested parties a more comprehensive visual statistical overview of the website performance on a quarterly basis. Such information includes a quick overview of the website's audience, detailed social media acquisition, a country breakdown. and which type of device do users prefer. Figure 41 provides a sample of the custom designed ASSIST-IoT Website Statistical Dashboard (designed in Google Data Studio) for an indicative period (20 Nov – 18 Dec 2020).

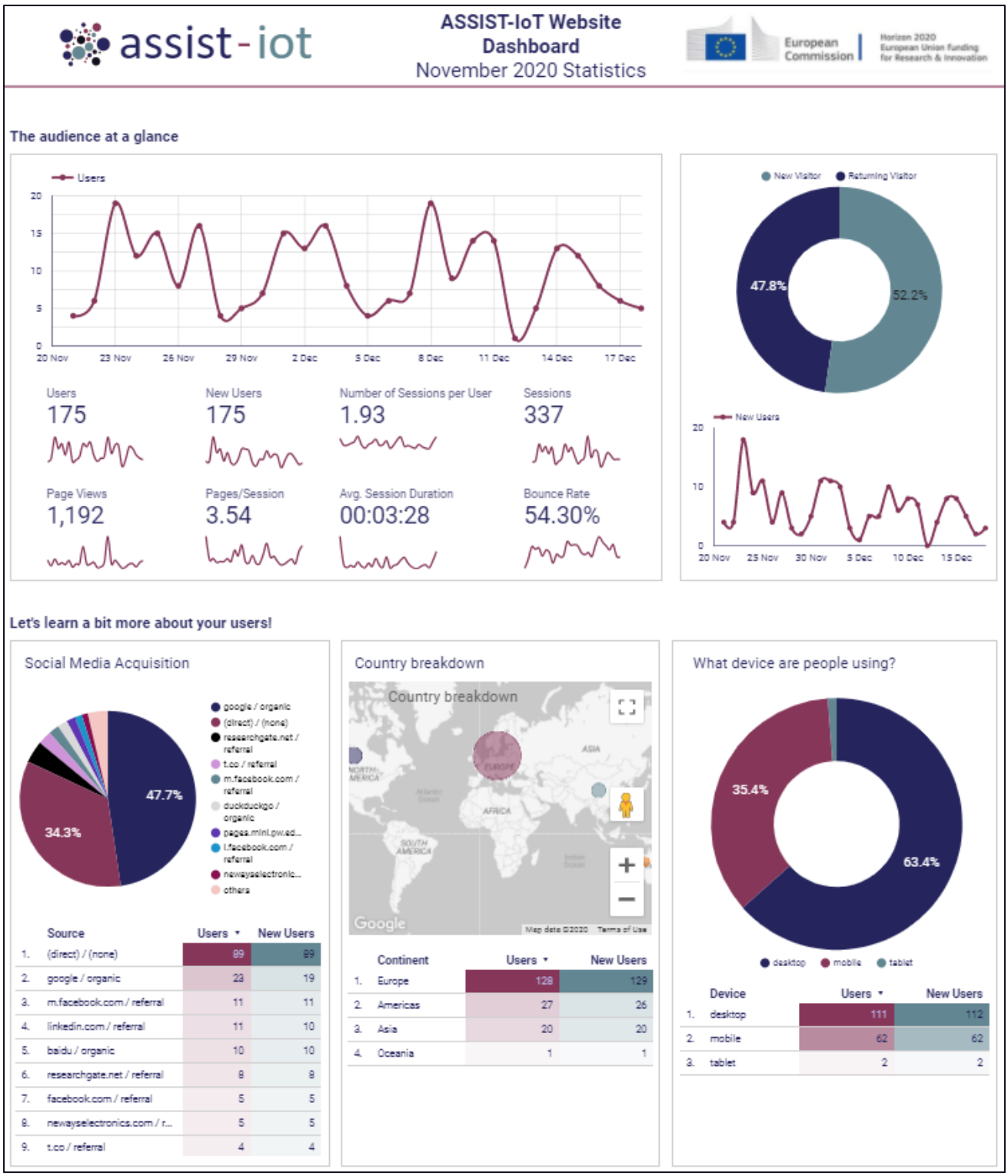



*Figure 41. ASSIST-IoT Website Dashboard for November - December 2020*

To conclude, Google Analytics is a powerful tool providing sufficient information about the website functionality. In addition, this Analytics tool works as an extra evaluation tool for the social media channels, as it gauges the conversion number of website visits originating from the social media channels. In addition, all members of the consortium will have access to the released ASSIST-IoT Website Statistical Dashboard (designed using Google Data Studio) through URLs and pdf files, which will be uploaded in OnlyOffice on a quarterly basis.

### 3.2.2. WordPress and Jetpack Statistical Dashboards

WordPress Jetpack is a plugin, which gives the users of WordPress some advanced statistical tools and functions. One of its tools is the Jetpack Statistics (in addition to the native statistics provided by WordPress), which tracks and analyses (even on daily scale) the audience activity related to the ASSIST-IoT website and their behaviour, when they are navigating through it. Additionally, it can illustrate which parts/pages of the website are more popular, and which type of posts collect more interest and attention. It also provides a traffic graph, with data from the project's website and analysed data such as "Top Pages & Posts", which shows the popularity of specific pages inside a website. It also gives insights about the search engines which led users to the ASSIST-IoT website through "Search Engine Terms". Finally, it can also give information through "Referrers" for the references of the project in other websites and social media channels.

Information, provided by the Jetpack Statistics dashboard (Figure 42) and WordPress Dashboard (Figure 43), will be used internally by the communication team (supplementary to Google Analytics and Google Data Studio dashboards) in order to further monitor, analyse, evaluate and improve the website's impact in case there is a need to act accordingly, and a corrective action to be applied.

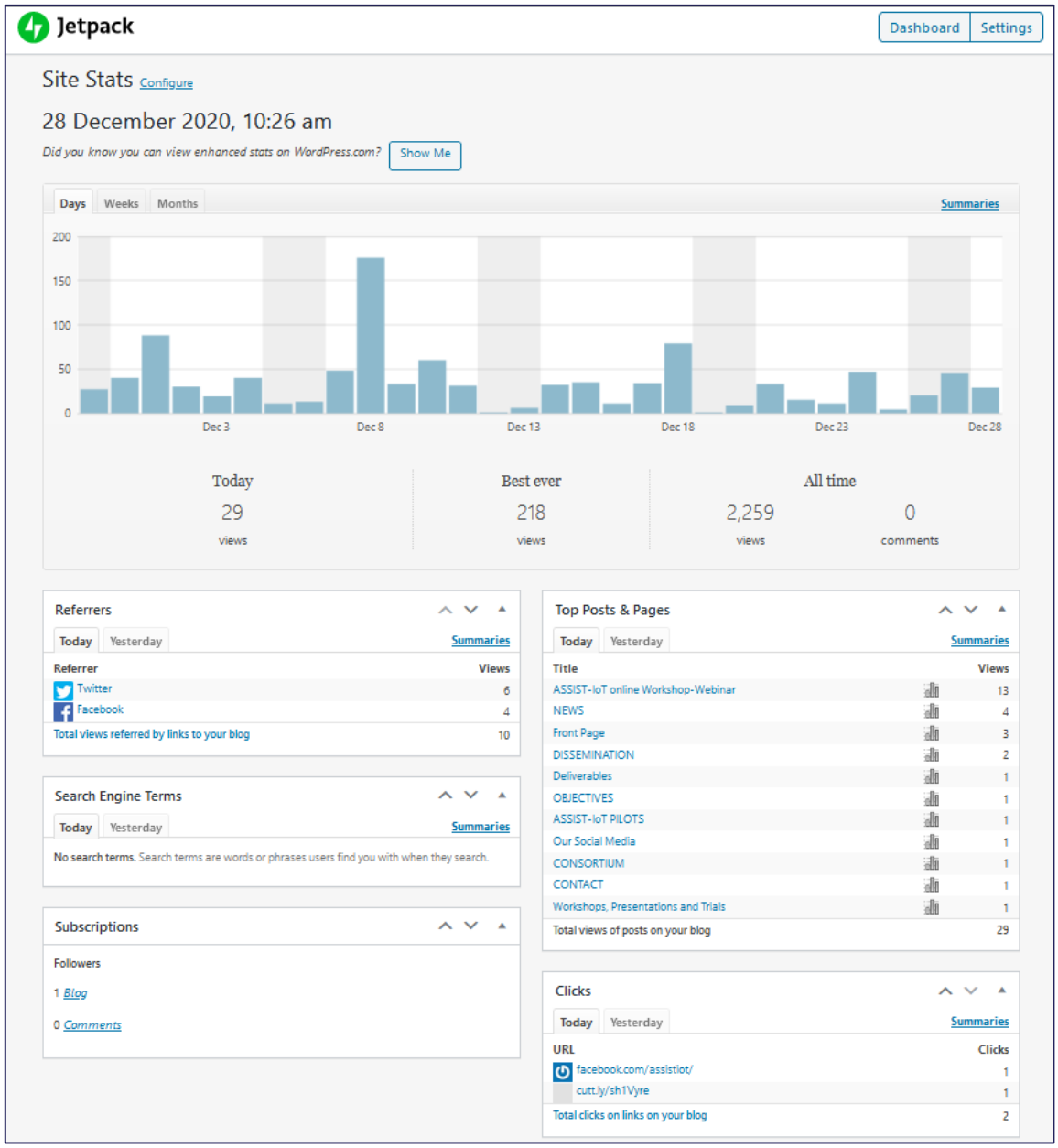



*Figure 42. ASSIST-IoT Jetpack Statistics Dashboard*

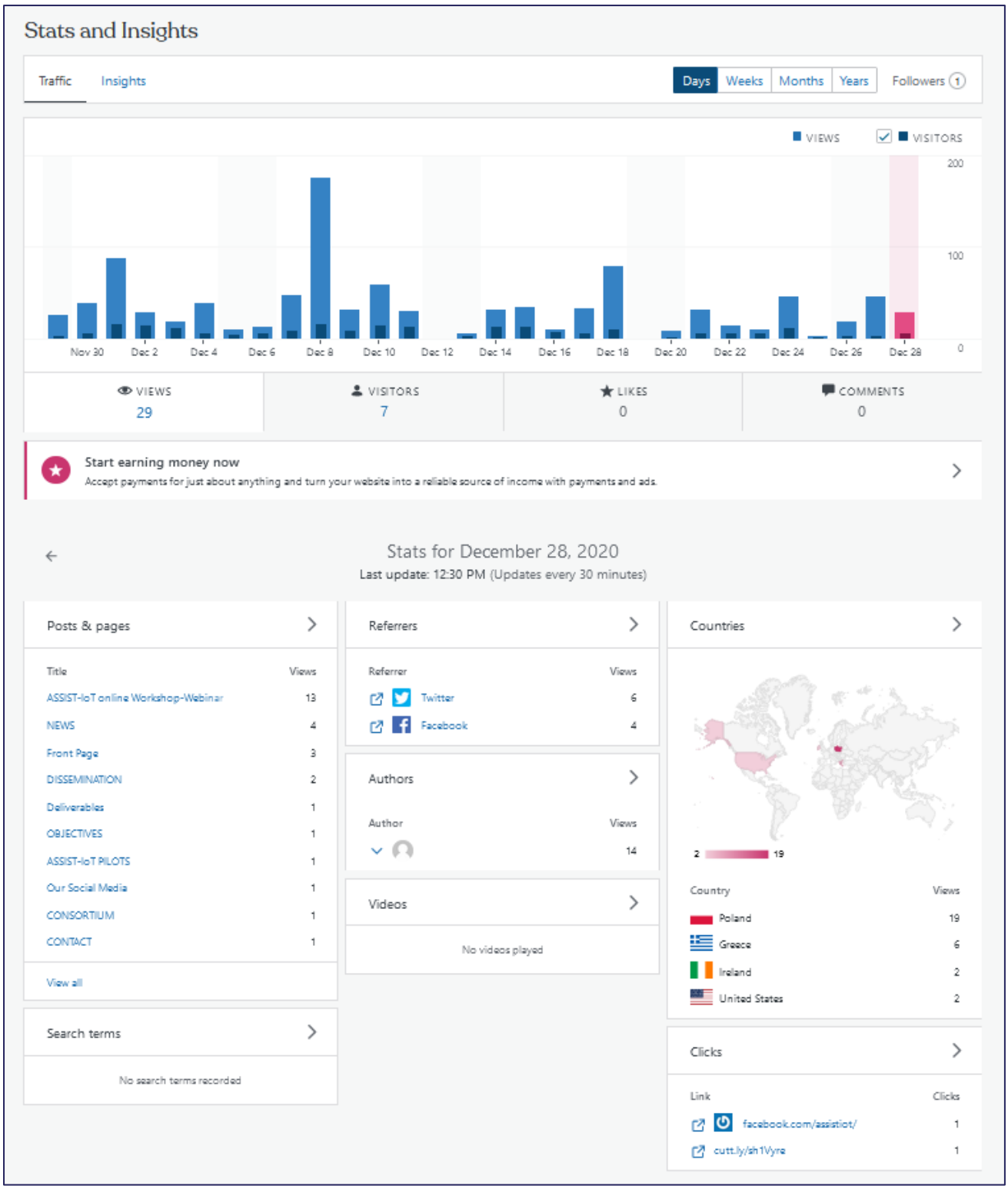



*Figure 43. ASSIST-IoT WordPress Statistics Dashboard*

## 3.3. ASSIST-IoT Social Media Statistics

One of the monitoring and control utilities that INFOLYSiS uses to monitor, evaluate and visualize ASSIST-IoT social media channels' performance is Google Data Studio. Through the Google Data studio, INFOLYSIS team processes and analyses monthly data of the social media channels, and releases internally (accessible at OnlyOffice through dedicated Google Data Studio URLs) Statistical Dashboards per social media channel every 3 months. In specific, the ASSIST-IoT Social Media Google Data Studio Statistical dashboards will be regularly issued at the end of each 3-month period, but they can be also issued upon request for a specified timeframe covering a specific period of the project's run (6 months, annually etc.). Every social media account will have its own statistical dashboard with visualisation of various Key Performance Indicators (KPIs), aiming always to achieve the best evaluation results. The comparison of different period dashboards will bring in the surface positive changes, trends or deviations, which will derive from the evolution of communication strategy (more followers, more content, more impact, better penetration and visibility etc.) and the progress of the project.

However, if the statistics of the dashboards show a performance decline in numbers (leading to reduced impact) for a specific social media channel, it will promptly alert to proactively revise and change the communication strategy of the specific social media channel. In conclusion, Google Data studio is the main tool that will provide feedback, control, monitoring and statistical analysis concerning the efficiency and effectiveness of ASSIST-IoT social media channels' impact at our audience and stakeholders.

For indicative purposes, preliminary statistical dashboards referring to the statistical analysis of the November 2020 social media activity is presented below. More details will be provided in the upcoming D9.2 "Impact Creation Roadmap" where the first quarterly ASSIST-IoT Social Media Statistical dashboards will be presented, accompanied by their URLs for online access and interactive viewing.

### 3.3.1. ASSIST-IoT Facebook Statistical Dashboard

ASSIST-IoT Facebook Dashboard will provide progress diagrams related to page likes and unlikes, page views and page engagement throughout the examined period. Period and Total Statistics will also be included with various KPIs and metrics. Period Statistics refer to the statistics (such us number of posts) during a specified period, while Total Statistics provide similar information about to the whole duration of the project.

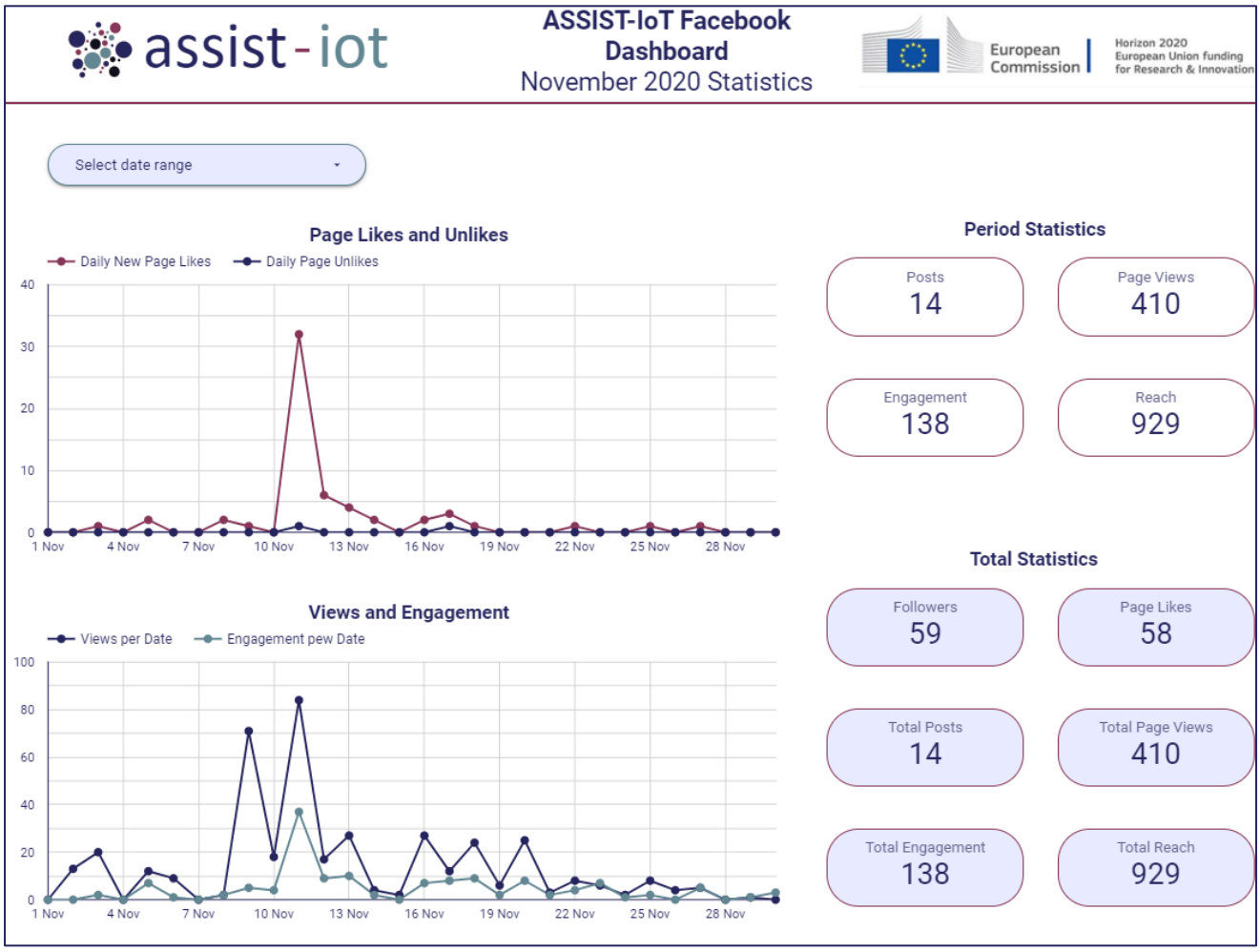
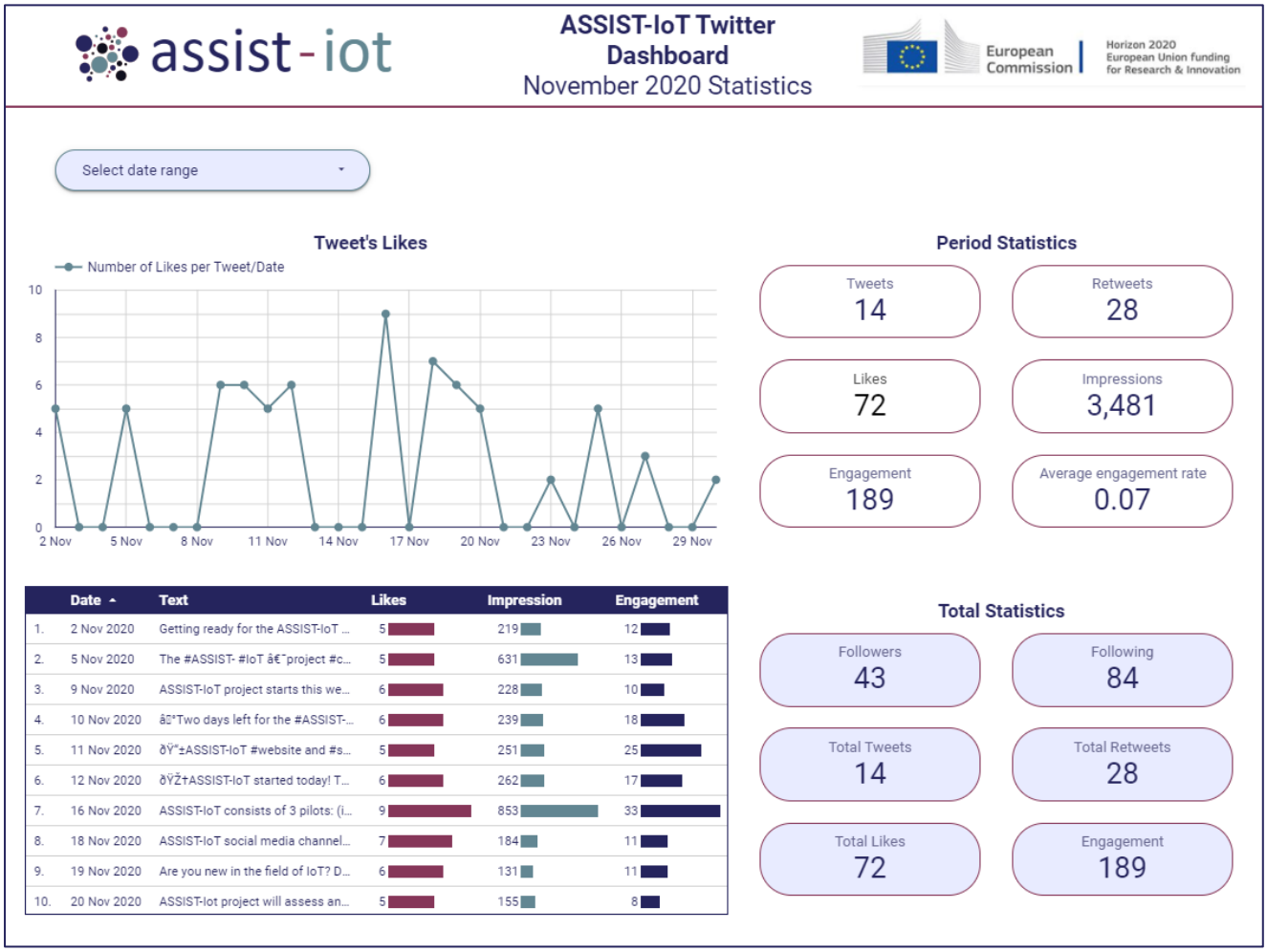



*Figure 44. ASSIST-IoT Facebook Dashboard for November 2020*

## 3.3.2. ASSIST-IoT Twitter Statistical Dashboard

ASSIST-IoT Twitter Dashboard similarly includes a diagram with likes per tweets and a table with tweet's likes, impression and engagement. Period and Total Statistics include retweets, likes, impressions engagement rate and followers among other important values and metrics.

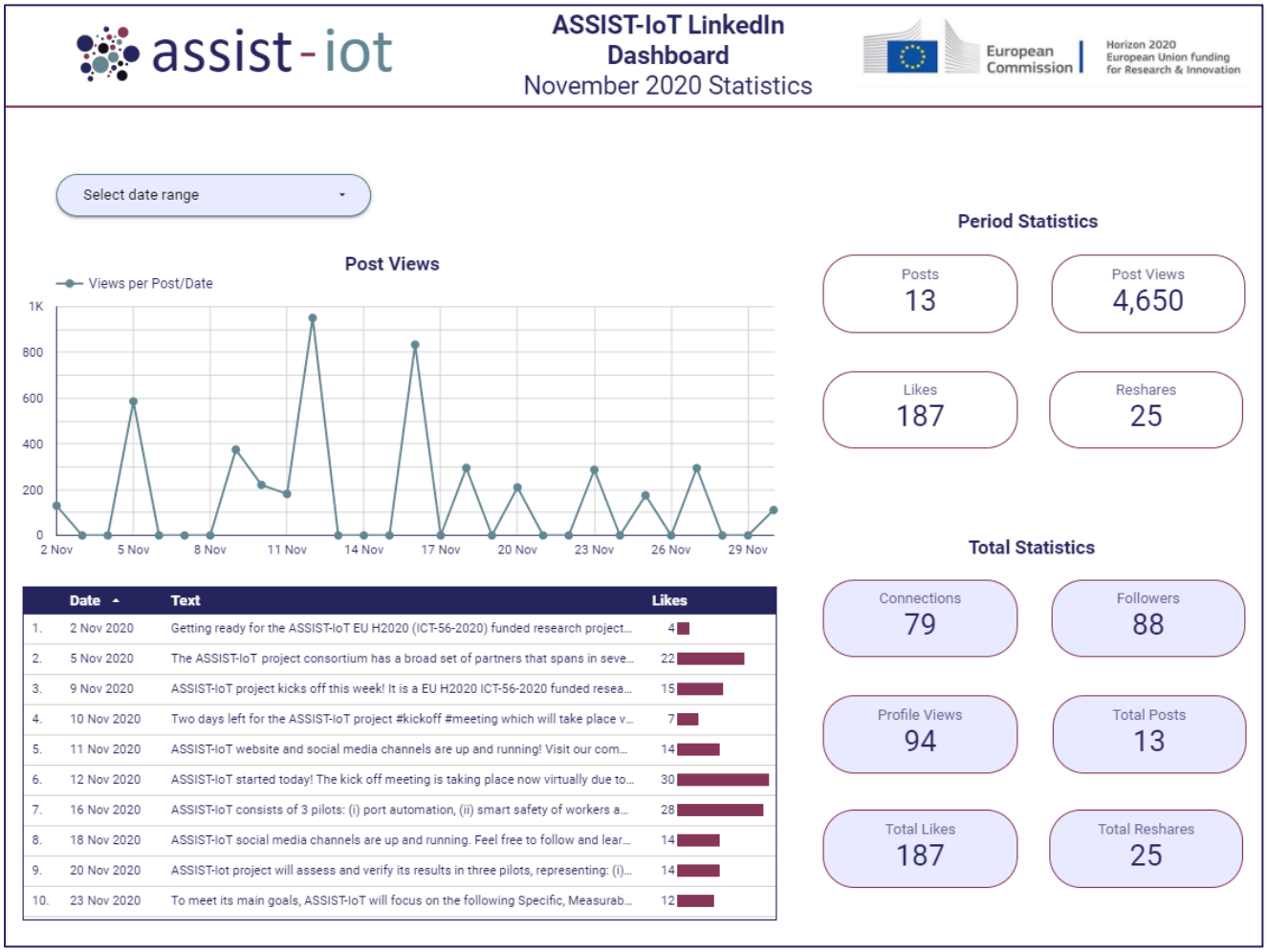



| | Date | Text | Likes | Impression | Engagement |
|---|---|---|---|---|---|
| 1. | 2 Nov 2020 | Getting ready for the ASSIST-IoT ... | 5 | 219 | 12 |
| 2. | 5 Nov 2020 | The #ASSIST- #IoT â€¯project #c... | 5 | 631 | 13 |
| 3. | 9 Nov 2020 | ASSIST-IoT project starts this we... | 6 | 228 | 10 |
| 4. | 10 Nov 2020 | â°Two days left for the #ASSIST-... | 6 | 239 | 18 |
| 5. | 11 Nov 2020 | ðŸ“±ASSIST-IoT #website and #s... | 5 | 251 | 25 |
| 6. | 12 Nov 2020 | ðŸŽ†ASSIST-IoT started today! T... | 6 | 262 | 17 |
| 7. | 16 Nov 2020 | ASSIST-IoT consists of 3 pilots: (i... | 9 | 853 | 33 |
| 8. | 18 Nov 2020 | ASSIST-IoT social media channel... | 7 | 184 | 11 |
| 9. | 19 Nov 2020 | Are you new in the field of IoT? D... | 6 | 131 | 11 |
| 10. | 20 Nov 2020 | ASSIST-Iot project will assess an... | 5 | 155 | 8 |

*Figure 45. ASSIST-IoT Twitter Dashboard for November 2020*

### 3.3.3. ASSIST-IoT LinkedIn Statistical Dashboard

ASSIST-IoT LinkedIn Dashboard focuses on likes and views on post level (per post), and their evolution through the examined time period. Period and Total Statistics will also be included following the same format as mentioned in the Twitter section above.




| | Date | Text | Likes |
|---|---|---|---|
| 1. | 2 Nov 2020 | Getting ready for the ASSIST-IoT EU H2020 (ICT-56-2020) funded research project... | 4 |
| 2. | 5 Nov 2020 | The ASSIST-IoT project consortium has a broad set of partners that spans in seve... | 22 |
| 3. | 9 Nov 2020 | ASSIST-IoT project kicks off this week! It is a EU H2020 ICT-56-2020 funded resea... | 15 |
| 4. | 10 Nov 2020 | Two days left for the ASSIST-IoT project #kickoff #meeting which will take place v... | 7 |
| 5. | 11 Nov 2020 | ASSIST-IoT website and social media channels are up and running! Visit our com... | 14 |
| 6. | 12 Nov 2020 | ASSIST-IoT started today! The kick off meeting is taking place now virtually due to... | 30 |
| 7. | 16 Nov 2020 | ASSIST-IoT consists of 3 pilots: (i) port automation, (ii) smart safety of workers a... | 28 |
| 8. | 18 Nov 2020 | ASSIST-IoT social media channels are up and running. Feel free to follow and lear... | 14 |
| 9. | 20 Nov 2020 | ASSIST-Iot project will assess and verify its results in three pilots, representing: (i)... | 14 |
| 10. | 23 Nov 2020 | To meet its main goals, ASSIST-IoT will focus on the following Specific, Measurab... | 12 |

*Figure 46. ASSIST-IoT LinkedIn Dashboard for November 2020*

### 3.3.4. ASSIST-IoT Instagram Statistical Dashboard

ASSIST-IoT Instagram Dashboard shares the same concept as the previous ones. The statistics will be provided on a post level, and will show the progress on post impression, reach and likes. The total number of posts, likes, followers, follows, etc. will be included in the Period and Total Statistics section.

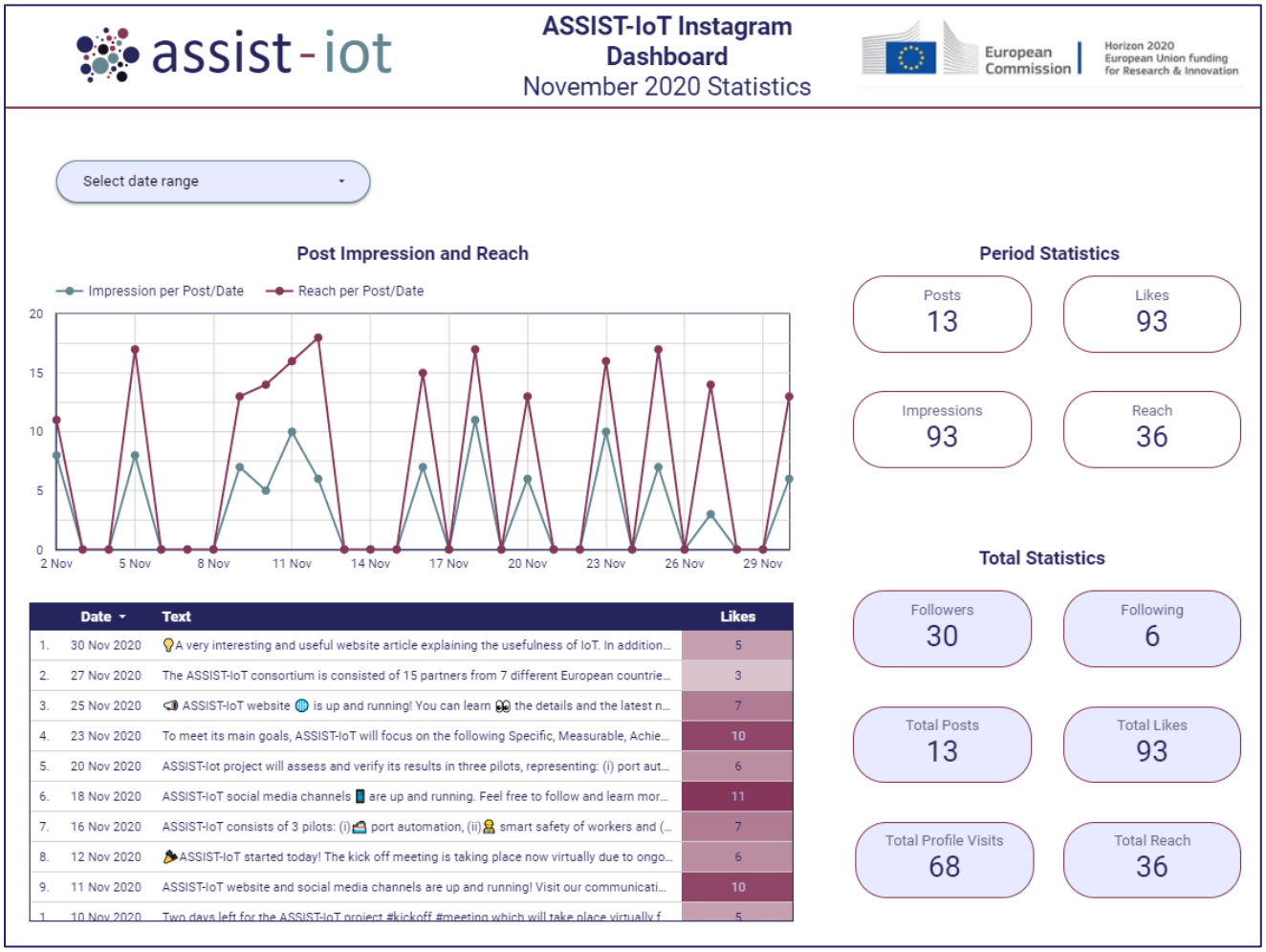



*Figure 47. ASSIST-IoT Instagram Dashboard for November 2020*

# 4. Conclusion

This document presented and explained in detail the ASSIST-IoT communication channels, which are part of WP9 impact activities. These communication channels will be continuously used throughout the entire duration of the project, and will be regularly updated, adjusted and enriched whenever there is the need to act accordingly. The communication channels and activities described in D9.1 play a vital role to the project's impact creation and provision of maximum visibility, which is the main goal of WP9 and T9.1 in particular. The main scope of this deliverable was to present and describe the ASSISIT-IoT communication channels and means already set up and in use from the first month of the project. Any reference to communication planning-strategy, control and monitoring mechanisms is just a quick overview. More information on such initiatives will become available in the D9.2-Impact Creation Roadmap. Any future update/differentiation in the communication channels and activities will be also reported in future WP9 related deliverables.