

## LI-GATE

Proposal full title: **Ligand Generator and portable drug discovery platform AT Exascale**  
Proposal acronym: **LI-GATE**  
Call: **H2020-JTI-EuroHPC-2019-1**

# Initial Dissemination and Communication Plan

## **DELIVERABLE 6.2 : Initial Dissemination and Communication Plan**

*This task provides the coordination of dissemination activities (LIGATE webpage, workshops, conferences, articles, and book) and communication activities. CHELONIA will take care of the overall coordination of the dissemination and communication activities to be run in parallel to other activities throughout the whole project duration to ensure smooth publishing, publication, and introduction of project results on all dissemination levels defined hereafter. The project webpage will be set up at the beginning of the project and regularly updated and maintained by DOMPE.*

*Communication activities will ensure the spreading out of the project's outcome outside the Consortium so that the methodologies and tools developed can be widely used. Communication objectives will be achieved by using multiple different strategies including the use of social networks such as LinkedIn, Facebook, Twitter and YouTube to spread out the project knowledge to a larger audience. Actions toward general press will be considered through press releases, newsletters and through local press. The dissemination of the results will be realized through a number of training activities and publications in top-level scientific journals. The project results will be presented to the HPC Community at a number of prestigious international venues such as top-level conferences and industrial exhibitions.of the proposal.*

## Basic information

The acronym of the project is pronounced **LEE-GATE** as it comes from “Ligand Generator and portable drug discovery platform AT Exascale” and must be written in capital letters.

Every communication and dissemination resources, apart from the rules set out by articles 29.4 and 38.1.2 of the Grant Agreement , must display the LIGATE official logo:



## Rules

### **27.3 Information on JU funding and support from JU members**

*Applications for protection of results (including patent applications) filed by or on behalf of a beneficiary must — unless the JU requests or agrees otherwise or unless it is impossible — include the following:*

*“The project leading to this application has received funding from the European High-Performance Computing Joint Undertaking (JU) under grant agreement No 956137. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and Italy, Sweden, Austria, Czech Republic, Switzerland”.*

### **ARTICLE 29 — DISSEMINATION OF RESULTS — OPEN ACCESS — VISIBILITY OF EU FUNDING**

#### **29.1 Obligation to disseminate results**

*Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).*

*This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.*

*A beneficiary that intends to disseminate its results must give advance notice to the other beneficiaries of — unless agreed otherwise — at least 45 days, together with sufficient information on the results it will disseminate.*

*Any other beneficiary may object within — unless agreed otherwise — 30 days of receiving notification, if it can show that its legitimate interests in relation to the results or background would be significantly harmed. In such cases, the dissemination may not take place unless appropriate steps are taken to safeguard these legitimate interests.*

*If a beneficiary intends not to protect its results, it may — under certain conditions (see Article 26.4.1) — need to formally notify the JU before dissemination takes place.*

#### **29.2 Open access to scientific publications**

*Each beneficiary must ensure open access (free of charge online access for any user) to all peer-reviewed scientific publications relating to its results.*

In particular, it must:

(a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications;

Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications.

(b) ensure open access to the deposited publication — via the repository — at the latest:

(i) on publication, if an electronic version is available for free via the publisher, or

(ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case.

(c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

The bibliographic metadata must be in a standard format and must include all of the following: - the terms “European High-Performance Computing Joint Undertaking Joint Undertaking”, “European Union (EU)” and “Horizon 2020”;

- the name of the action, acronym and grant number;

- the publication date, and length of embargo period if applicable, and

- a persistent identifier.

### **29.3 Open access to research data**

Regarding the digital research data generated in the action (‘data’), the beneficiaries must:

(a) deposit in a research data repository and take measures to make it possible for third parties to access, mine, exploit, reproduce and disseminate — free of charge for any user — the following:

(i) the data, including associated metadata, needed to validate the results presented in scientific publications, as soon as possible;

(ii) not applicable;

(iii) other data, including associated metadata, as specified and within the deadlines laid down in the ‘data management plan’ (see Annex 1);

(b) provide information — via the repository — about tools and instruments at the disposal of the beneficiaries and necessary for validating the results (and — where possible — provide the tools and instruments themselves).

This does not change the obligation to protect results in Article 27, the confidentiality obligations in Article 36, the security obligations in Article 37 or the obligations to protect personal data in Article 39, all of which still apply.

As an exception, the beneficiaries do not have to ensure open access to specific parts of their research data under Point (a)(i) and (iii), if the achievement of the action's main objective (as described in Annex 1) would be jeopardised by making those specific parts of the research data openly accessible.

In this case, the data management plan must contain the reasons for not giving access.

### **29.4 Information on JU funding and support from JU members — Obligation and right to use the JU logo and the EU emblem**

Unless the JU requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must:

(a) display the JU logo and

(b) display the EU emblem and

(c) include the following text:

“This project has received funding from the European High-Performance Computing Joint Undertaking Joint Undertaking (JU) under grant agreement No 956137. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and Italy, Sweden, Austria, Czech Republic, Switzerland”.

When displayed together with another logo, the JU logo and the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the JU logo and the EU emblem without first obtaining approval from the JU or the Commission.

This does not however give them the right to exclusive use.

Moreover, they may not appropriate the JU logo and the EU emblem or any similar trademark or logo, either by registration or by any other means.

#### **29.5 Disclaimer excluding JU responsibility**

Any dissemination of results must indicate that it reflects only the author's view and that the JU is not responsible for any use that may be made of the information it contains.

#### **29.6 Consequences of non-compliance**

If a beneficiary breaches any of its obligations under this Article, the grant may be reduced (see Article 43).

Such a breach may also lead to any of the other measures described in Chapter 6.

### **ARTICLE 38 — PROMOTING THE ACTION — VISIBILITY OF EU FUNDING**

#### **38.1 Communication activities by beneficiaries**

##### **38.1.1 Obligation to promote the action and its results**

The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

This does not change the dissemination obligations in Article 29, the confidentiality obligations in Article 36 or the security obligations in Article 37, all of which still apply.

Before engaging in a communication activity expected to have a major media impact, the beneficiaries must inform the JU (see Article 52).

##### **38.1.2 Information on JU funding and support from JU members — Obligation and right to use the JU logo and the EU emblem**

Unless the JU requests or agrees otherwise or unless it is impossible, any communication activity related to the action (including in electronic form, via social media, etc.) and any infrastructure, equipment and major results funded by the grant must:

- (a) display the JU logo and
- (b) display the EU emblem and
- (c) include the following text:

For communication activities:

“This project has received funding from the European High-Performance Computing Joint Undertaking Joint Undertaking (JU) under grant agreement No 956137. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and Italy, Sweden, Austria, Czech Republic, Switzerland”.

For infrastructure, equipment and major results:

“This [infrastructure][equipment][insert type of result] is part of a project that has received funding from the European High-Performance Computing Joint Undertaking Joint Undertaking (JU) under grant agreement No 956137. The JU receives support from the European Union’s Horizon 2020 research and innovation programme and Italy, Sweden, Austria, Czech Republic, Switzerland”.

When displayed together with another logo, the JU logo and the EU emblem must have appropriate prominence. For the purposes of their obligations under this Article, the beneficiaries may use the JU logo and the EU emblem without first obtaining approval from the JU or the Commission.

This does not, however, give them the right to exclusive use.

Moreover, they may not appropriate the JU logo and the EU emblem or any similar trademark or logo, either by registration or by any other means.

##### **38.1.3 Disclaimer excluding JU responsibility**

*Any communication activity related to the action must indicate that it reflects only the author's view and that the JU is not responsible for any use that may be made of the information it contains.*

## **Contractual Obligations of the Partners**

The report “Making the Most of Your Horizon 2020 Project” issued by the European IPR Helpdesk (<https://www.iprhelphdesk.eu/sites/default/files/EU-IPR-Brochure-Boosting-Impact-C-D-E.pdf>) project provides a summary of the contractual obligations of the partners in regards to dissemination and communications activities. Indeed, this report states that “a number of obligations related to communication, dissemination and exploitation are formally outlined in different Horizon 2020 documents; such as the Rules of Participation, the proposal template for Research & Innovation Actions (RIA)/Innovation Actions (IA), or the respective Model Grant Agreement”. These obligations can thus be found in the Grant Agreement of LI-GATE:

- Promote the action and its results, by providing targeted information to multiple audiences (including the media and the public), in a strategic and effective manner and possibly engaging in a two-way exchange (Article 38 of the Model Grant Agreement).
- Disseminate results — as soon as possible — through appropriate means, including in scientific publications (Article 29 of the Model Grant Agreement).
- Ensure open access (free of charge, online access for any user) to all peer-reviewed scientific publications relating to its results (Article 29 of the Model Grant Agreement).
- Take measures aiming to ensure ‘exploitation’ of the results — up to four years after the end of the project – by using them in further research activities; developing, creating or marketing a product or process; creating and providing a service, or using them in standardisation activities (Article 28 of the Model Grant Agreement).
- Acknowledge EU funding in all communication, dissemination and exploitation activities (including IPR protection and standards) as well as on all equipment, infrastructure and major results financed by the action by using the wording and criteria specified in the Grant Agreement (Articles 27, 28, 29, 38).

## **Project References**

- **WP6 Dissemination and Exploitation of the Foreground**
- **Deliverable 6.2 Initial Dissemination and Communication Plan**
- **Public**
- **Month 3**

## Objective

This Plan shows in detail the different steps, stages, messages and tools we are using to widely spread the progress and results of the project.

Communication and Dissemination Plan is a fundamental deliverable of a project which allows partners to reach an extremely wide — but also targeted — audience, maximising the impact and successful exploitation of research results. In order to be effective and target stakeholders and end-users on a regular basis, it is paramount to understand the difference between communication and dissemination.

COMMUNICATION	DISSEMINATION
Covers the <b>whole project</b> (including results)	Covers project <b>results only</b>
Starts at the <b>outset</b> of the project	Happens only once <b>results are available</b>
<b>Multiple audiences</b> Beyond the project's own community, including the media and general public. Multiplier effect.	<b>Specialist audiences</b> Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers
<b>Informing</b> and <b>engaging with society</b> , to show how it can benefit from research	Enabling the <b>take-up</b> and <b>use of results</b>
<i>Legal reference</i> Grant Agreement Article <b>38.1</b>	<i>Legal reference</i> Grant Agreement Article <b>29</b>

**EXPLOITATION OF RESULTS runs parallel and goes beyond communication and dissemination. And it typically covers the final months of the project and the period after its end.**

**Exploitation** activities are focused on maximizing the utilization of the project results, beyond the project partners and time-frame. The commercial/industrial exploitation of the project results is ensured by CHELONIA in collaboration with **DOMPE** that is the main driving partner of the project.

The **aim** of the dissemination strategy is to distribute knowledge about the project outputs, innovation potential and business opportunities to all relevant stakeholders. The dissemination activity will also target arenas that define legislation and standards that directly affect the project and the outcome of the efforts. The dissemination strategy must be adapted to present relevant information at the **right time, right place**, and in the **correct context** to allow the broadest diffusion. Dissemination activities will support all work packages ensuring maximum visibility, accessibility and impact of the project activities. Tailored dissemination activities will be designed to make the project outcomes visible and accessible to the different target stakeholders.

The objectives of the dissemination activities includes setting up a strategy for main tasks that needs to be addressed and decisions that belongs to each task:

<b>Plan</b>	The first stage begins by identify targets, messages, tools, and channels. Based on these findings, an adequate and effective communication and dissemination plan has to be built to ensure the best impact of project results.
<b>Design</b>	When producing dissemination tools, it will be necessary to design a comprehensive set of communication material (including the project logo) to ensure an easy identification of the project and a major exposure.
<b>Distribute and represent</b>	Dissemination channels need to be identified, and dissemination material must be adapted to get full effect from using the channels (both internal and external).
<b>Activities</b>	Project events will need to be organised, and participation in workshops, conferences, standardisation and international/EC meetings should be encouraged. The activities will have to build upon the efforts put into identifying the correct venues for distributing the message.
<b>Sustain</b>	Ensure a persistent and long-lasting visibility of the project activities and outcomes. This will be accomplished by among other things maintaining the project website, use graphical profile and dissemination strategies developed, as well as following up value-added services and encouraging further cross-domain and cross-project activities.

Ultimately, communication and dissemination activities will maximise LIGATE's impact on prompting dialogues, cooperation and coordination with decision makers, developers, industries, administrators, end users and establishing connections between European partners.

## Overview of Management Governance

The management of LIGATE is devised around a number of features ensuring the overall success of the proposal.

Internally (within the consortium), this means that the management structure must ensure the autonomy and effectiveness of each partner, the timely exchange of information between them, especially when working in different Work Packages, the clear definition of the responsibilities and scope of the tasks assigned and others.

Externally, the management structure must make sure that the outreach of the project is maximized.

For the purpose of communication and dissemination we can identify different key actor:

- i) **General Assembly**, chaired by the Coordinator, as the decision-making body of the consortium, in charge of the general and administrative management of the Project;
- ii) **The Coordinator**, represented by Andrea Beccari (responsible of the Drug Discovery Platform at Dompé), is the legal entity acting as the intermediary between the Parties and the JU.

(iii) **The Work Package 6 Leader** is responsible for achieving the objectives, targets, milestones, and deliverables as defined in Annex I of the Grant Agreement.

The WP6 leader is also **Dissemination Manager (Mr Coletti Silvano)**. His role is to ensure that the results and findings of the project become known by a community as wide as possible, not only scientists but also institutions, pharmaceutical industry and society in general. To this end, the DM (i) ensures that each partner disseminates its results in the most accessible (for instance using open-access tools) and effective (high impact) way possible within the target community of primary interest, (ii) liaises with the project partners.

Project partners have **the paramount task of disseminating project results at local level** and make possible the production of D&C material. To this end, partners will need to update the DM of any results or information which they think is worth communicating externally. Each partner appoints a representative to be part of the task force 6 which is created to discuss all D&C issues and is planned to be called up by:

-ordinary convocation, in order to regularly monitor the delivery of D&C results

-extraordinary convocation, with a brief notice, in order to share contingencies and settle specific communication issues.

The project, and consequently the Communication and Dissemination plan, are also governed by the Consortium agreement as far as rights and obligations of the Parties are concerned, including inter alia liability, access Rights and dispute resolution.

In order to successfully convey the project messages to the respective target audiences and reach the highest impact possible, the project consortium will assess the most suitable communication channels for targeted dissemination activities: Communication tools, channels and target groups.

Dissemination tools refer to all material supports used to present the content of the project to an external audience. By dissemination channels we mean all media through which the project results are conveyed and relayed to the target audiences. In particular, we distinguish internal and external D&C tools and channels. The table that is listed below serves as an evaluation of the most important tasks with a specific attention paid to dissemination material and online presence:

<b>Dissemination tools and channel</b>	<b>Internal</b>	<b>External</b>
Project website	X	X
Repository/cloud	X	
Other websites (partner websites, EC services, etc.)		X
Social media and professional networks (text, video, images)		X
Project events	X	
Other networking and dissemination events		X
Target publications and scientific magazines		X
Media (radio, TV, press releases)		X
e-Newsletter	X	X
Mailing lists and contact databases	X	X
Storytelling and scientific communication		X



# 1. External Communication and Dissemination

## 1.1 What is LIGATE

This project, called LIGATE, received funding from the European High-Performance Computing Joint Undertaking (“JU”) as part of the Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020) under grant agreement N.956137. The project will last for 36 months starting from January 2021. The main goal of the LIGATE project is to create and validate a leader application solution for Drug Discovery in High Performance Computing (HPC) systems up to the Exascale level. In particular, the ground-breaking objectives of the project can be summarized as follows:

1. Develop a portable and tunable drug discovery platform ready for Exascale HPC systems to respond promptly to worldwide pandemic crisis. The platform will be based on a state-of-the-art proprietary application of Dompè. The enhancement of the software will be two-fold. From the functional point of view, we will integrate additional chemical features from state-of-the-art software to provide a complete CADD solution. From the extra-functional point of view, we will enhance the code to exploit heterogeneous architectures, ready to execute on exascale systems, including the ones based on the European processor and accelerator.
2. Validate the CADD solution on a novel problem of social interest. Following the path of the ANTAREX4ZIKA project, we plan to publicly disclose to the scientific community the result of a large experiment against immuno-resistant targets.
3. Validate the technologies introduced in the CADD solution. We will apply the whole approach and software design to a different control use case about computer vision and AI applied to 3D scene reconstruction to validate intelligent camera systems for vehicles. This aims at demonstrating that they are general and that they can be easily applied to other industrial solutions with a similar structure, regardless of the industrial area.

To support the aims of LIGATE, we need to develop a draft communication and dissemination plan which is pivotal in spreading to the public the activities and results of the project during the pandemic period. In this, Communication and Dissemination is not an end in itself, but a means. This plan includes external and internal communication and dissemination. The internal communication and dissemination plan concerns all the partners of the consortium and it is complementary to the consortium agreement which regulates methodology and communication flow among partners.

## 1.2 Objectives of the communication plan

The dissemination and communication (D&C) plan describes and defines measures, strategies and indicators that will be used for informing and increasing the impact of LIGATE. Another important aspect of the plan is to ensure stakeholders and participants alike to get the most out of being engaged in the project.

The D&C plan serves a number of functions;

- It introduces guidelines for dissemination activities
- It assists in defining target groups and methods to reach out and engage the stakeholders
- It lays out the groundwork for cooperating with other projects
- The D&C plan also describes how results from dissemination activities should be followed up.

Some important tools and methods to reach D&C goals are:

- Contribute and promote active participation
- Offer proper and well-developed dissemination material

- Present a well-developed archive with illustration material
- Have a short and long description of the project readily available (elevator pitch)
- Ensuring necessary documentation is available when needed
- Prepare videos for communicating the project
- Build an active presence in social media, and stimulate project participants to get involved
- Staying relevant by sending releases, messages and using other means of reaching out to existing and potential stakeholders.
- Developing the branding of LIGATE

This deliverable is also tied in with D6.1 (Project website and social media), so several of these activities have already been initiated while others will be kicked off as soon as the deliverable is being implemented.

### 1.3 Question

The central questions to be solved by this plan are:

- How can we stimulate awareness of LIGATE by all potential stakeholders?
- How can we effectively provide our different Stakeholders with all information of what LIGATE does?
- How can we identify our different Stakeholders and what would be the best strategy to approach them and bring them onboard?

### 1.4 Target audiences

LIGATE's target audience covers the entire value chain of HPC and DRUG DISCOVERY at international level. Efficient communication should therefore take into account the characteristics of each target group in order to increase the stakeholders' awareness about the project deliverables and results and provide the participants with accurate and reliable information. **We have profiled the group of stakeholders and we are managing a contact list for each of them.**

To help in visualizing these groups, we provide typical stakeholder profiles below.

#### HPC community

LIGATE is expected to maintain a strong liaison with the HPC and biomedical communities to effectively present the results and increment the adoption of the LIGATE programming environment by a broader audience. The dissemination actions will endeavor to create a large and significant awareness of the LIGATE to generate a worldwide market in which European players can expect to have an important role.

We can identify the following major target centres:

- Middle Atlantic Regional Center of Excellence for Biodefense and Emerging Infectious Diseases Research (MARCE)
- Partnership for Advanced Computing in Europe (PRACE)
- Centre of Excellence for Computational Biomolecular Research (BioExcel)

#### Academia

LIGATE project naturally target academia and our dissemination channels, organized events and event participation will reach a wide range of academic audiences directly interested in the project itself and results for expected applications in new projects focused on personalized medicine. This activity will be strengthened through CHELONIA's academic core partner in dissemination and communication: Innovation Office at

UNIBAS. We can interact directly with this target audience at conferences, focus group meetings and via social channels. Good ways to engage with other end users is by using interviews, mail groups, and keeping them actively informed via updates on the website/newsletter.

### **Industry**

LIGATE will target the HPC and biomedical (including pharmaceutical) industries, including software and hardware resource users, resource providers, developers, researchers, CEOs and other leaders.

The LIGATE project potentially will be to act as an innovation incubator. Academia will work with industry to exploit the LIGATE project capabilities by raising awareness of and providing support within industrial contexts especially, but by no means exclusively, in SMEs. This is a key activity to ensure wider impact. It will include meaningful intellectual engagement between experts working in academia and users based in industry, with knowledge of HPC and ability to facilitate access to the appropriate scale of resources required. We can interact directly with industries through 1-to-1 meetings, webinars and conferences, media and social channels. The HPC and biomedical community will also support this specific dissemination activity.

### **International and National competent authorities**

This group includes decision and policymakers (i.e. European Commission, national governments) which are directly impacted by the results of LIGATE and they will be involved in every phase of the project. We interact with them directly at Consortium level with 1-to-1 meetings and at larger scale thanks to webinars and conferences, media and social channels. Policy makers, at European and national scale, will probably take future actions as well as identification of competence centers in pandemics and HPC, emergency plans during pandemics that will include “urgent computing” approach.

To perform outreach to and engagement with countries and regions within the EU and associated states with fewer HPC resources, the dissemination action plan will include the collaboration with dedicated platforms (i.e. [www.cost.eu](http://www.cost.eu)).

### **EU-citizens and civil society (i.e. association of patients, hospitals, medical doctors, healthcare professionals).**

With regard to EU-citizens, this is a group that can react in an unexpected way to new information, partly because of their widespread use of social media, where opinions and dogmas can form that might be based on only limited information. While this group is relatively difficult to engage, since so much information exists on social media these days, they are generally stimulated by issues that are of health and social relevance, especially during a pandemic period. The information given has to be concise and written in a readily accessible format. It has to fascinate them and make them see the relevance of the project. If we can achieve this, they will want to share the information and excitement with their community. The channel to reach them is digital, and the goal is to make them interested enough to engage further by, for example, visiting a public information day run by LIGATE.

The civil society is expecting professional answers to addressed questions from their patients and every day situation.

## **1.5 Analysis**

LIGATE has developed a stakeholder engagement analysis as presented in the table below. Understanding stakeholder motivations will enable us to effectively engage, communicate with, and promote future dialogue between different stakeholders, which will aid development of more effective and targeted communication strategies for the different groups.

Stakeholder type	Why we want to reach the stakeholders	Targeted dissemination methods and channels
Academia, HPC and biomedical community, industry, International and National competent authorities	<ul style="list-style-type: none"> <li>· To tap into end-user needs and perspectives to strengthen the project and deliverables</li> <li>· To prepare for wide-scale implementation</li> <li>· To address key challenges of end users               <ul style="list-style-type: none"> <li>• To align scientific and technical aspects to an industrial perspective</li> <li>• To facilitate market introduction</li> </ul> </li> <li>· To get access to a wealth of knowledge               <ul style="list-style-type: none"> <li>• To prepare for take-up and advocacy of the LIGATE platform</li> <li>• To link to relevant research initiatives</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>· Involvement of end user representatives as partner in project</li> <li>• Online demonstration videos</li> <li>• Online technology tutorials</li> <li>• Invitations to join or watch Experiments</li> <li>• On-site workshops</li> <li>• Communication channels website <a href="http://www.ligateproject.eu">www.ligateproject.eu</a>, LinkedIN, etc.</li> <li>• Involvement of industry in consortium</li> <li>• Presentations and demos at conferences based on storytelling approach</li> <li>• Publications in high impact journals, preferably Open Access</li> <li>• Network organizations</li> </ul>
EU citizens and civil society	<ul style="list-style-type: none"> <li>• Demonstrate the actions the EC and the Consortium are taking to advance research and knowledge</li> </ul>	Project website <a href="http://www.ligateproject.eu">www.ligateproject.eu</a> , social media, YouTube videos, press releases, public information days, articles in scientific magazines , and popular science and technology conferences

Table 1: Dissemination and exploitation of results

### 1.6 Strategy

The relevance and promising technology applied to health and research is what makes LIGATE unique, but is currently not completely known among stakeholders. To get this message out and have the platform grown with enthusiastic people and companies, we have to disseminate and communicate this message through the correct channels like conferences, social media and Open Access publications and correct strategy and methodology.

It is difficult to change a market position afterwards, which makes it of high interest to take the position appealing from the start.

Since the consortium is composed of parties in different sectors and locations it is important for the strength of LIGATE to all communicate the same message with the same feeling. A generic dissemination material can support this. Brochures can be distributed through conferences by all partners, which will contribute to a united and solid identity. Website and social media are other fundamental instruments.

This strategy is called the **Positioning Strategy**. It would be good to have communication on the agenda of all the meetings where the questions and reactions from the audience can be discussed. It is important to share

this feedback with all partners so everybody is aware of the motivations of our stakeholders. It also gives the opportunity to have a good discussion about the feedback. Part of this feedback could be shared on the website by publishing "Frequent Asked Question". It gives the stakeholders the justified feeling that LIGATE knows which questions are out there and will show the transparency of the consortium.

A definite added value in this strategy is to inspire people and the above mentioned target groups with a sound and effective project storytelling which will represent the fil rouge of all communication resources and will have the following characteristics:

1. Emphasize the life-changing prospects of LIGATE
  - A dynamic utilization and combination of cutting-edge European technologies could be the single best opportunity for society to respond quickly and efficiently to future health crises
2. Celebrate European leadership and resources in computing and public health
  - Europe is home to world-leading high-performance computing resources, AI / machine learning technology, and companies and institutions dedicated to drug discovery
3. Champion the naturally innovative character of LIGATE
  - LIGATE combines existing European resources to achieve a public-health goal that is vital and timely
4. Energize stakeholders and the public to champion LIGATE independently
  - LIGATE should be the first and only thing people think about when they think about how society will respond to public health crises moving forward
5. Inspire stakeholders and the public to view LIGATE as a powerful and inevitable step forward in public health by connecting the elegance and dynamism of LIGATE to situations they experience in their day-to-day lives, via comparisons and stories. The specific narrative strategy taken would depend upon whether the audience was composed of members of the scientific community or of members of the general public.

### **Example**

*One possible narrative approach for the general public would be to compare the current state of society's ability to respond to pandemics and other public health crises to a hypothetical situation regarding a different crisis. Early one morning, a raging fire starts in the middle of a village. The villagers run from their houses in panic. If they don't stop the fire, it will consume the entire village. There is a river nearby. Helen yells, "I have a water hose but I don't have a pump!" Jan says, "I have a pump but I don't have a hose!" But when they try to connect Helen's hose to Jan's pump, they realize that they have completely different connectors. The fire continues to burn. They are wasting time. Tom says, "I have a hose and a pump that work together!" But when the villagers look closely, they realize that Tom's hose is very skinny and his pump is inefficient. They would need a hundred of these to extinguish the fire. Jill says, "I have fifty hoses but I have no pumps that fit them!" It would take them a long time to build pumps to fit Jill's hoses. Meanwhile, the fire burns. And by the time the villagers figure out how to combine their existing resources to extinguish the fire, more than half of the buildings in the village have burned to the ground. A little girl stands over the charred ruins of her house and among the rubble she finds her favorite doll, stained with soot, dress burned, and soaking wet. She thinks, "There must be a better way."*

### **1.7 Resources**

To really put our goals and strategies into action, we need resources. Our resources consists of a website, animations, newsletters, social-media platforms, brochures and conferences. It is obvious that all partners have to contribute, support and honor these resources to achieve the goals of the project. The research may well be excellent, but without communicating and disseminating through the above channels, the ultimate goal will fail.

Dissemination Plan and Campaign (D&C) action plan would be based on the following:

#### **Consortium main resources**

##### **Press release(s)**

To have our project accessible to the wider public, a press release will be published during the project. Only major results will be published by a press release. The press releases will be in English and managed by CHELONIA together with DOMPE.

##### **Website**

The goal of the website is to provide all relevant stakeholders, including the general public, with information on project progress. This means that all general information should be brief and visually appealing. Information that goes deeper into the research aspect can then be provided in a much more detailed format. The partners will be asked to post news items about their work and will also introduce their work in a series of 30s introductory videos that will be posted online. The website will integrate social media. All (non-confidential) information on the project will be published in English. On the website, it will be possible to subscribe to the LIGATE newsletter.

It also will include a calendar detailing where and when LIGATE researchers are presenting at important conferences, which will also be highlighted in the newsletter. All relevant publications will be promoted on the website. The website will be coordinated by the CHELONIA. All partners should be able to upload results, publications and other information. When it is uncertain where the content should be placed, inclusion of new

material would require authorization by the coordinator. For other material, such as text, images, animations and videos, it should be clear who the author/owner of the material is.

**Animations:**

LIGATE is a complex project. An animated video will be developed that is comprehensible for all relevant stakeholders. The animation video will be used in external presentations and will be published on the website.

**Newsletter:** All stakeholders will be kept informed via the publication of a newsletter (*open for subscription*) in which the project progress and relevant updates from outside the consortium are presented. It also will include a calendar detailing when LIGATE’s researchers are giving a presentation at an important conference. The newsletter should give concise but clear information that is of interest to all stakeholders. This includes the general public. Therefore, it is important that the newsletter has a brief but effective format. The more “engaged” stakeholder would then be able to find more detailed information on the website as required. It is important that the newsletter also gives an opportunity to unsubscribe. We do not want our audience to be annoyed when LIGATE does not have their interest anymore.

Newsletter will be developed according to the logo and visual identity approved in the Consortium agreement. It will be published in English but each partner will have the files to adapt the text to their own languages.

Timeframe:

- Newsletter 1  
June 2021
- Newsletter 2  
December 2021
- Newsletter 3  
June 2022
- Newsletter 4  
December 2022
- Newsletter 5  
June 2023
- Newsletter 6  
December 2023

**Social Media:** We will use the LIGATE social channels (@ligateproject) feed and a #ligateproject hashtag to publish activities, encouraging debate and participation, as these are channels which are accessible by all communities. The management of the social accounts is undertaken by WP6.

Online tools will be used to monitor interest outside the immediate partner organisations and involved stakeholders, by reviewing followers and use of the #ligateproject hashtag.

DOMAIN

[www.ligateproject.eu](http://www.ligateproject.eu)

SOCIAL ACCOUNTS

[www.facebook.com/ligateproject](http://www.facebook.com/ligateproject)

[www.twitter.com/ligateproject](http://www.twitter.com/ligateproject)

[www.linkedin.com/company/ligateproject](http://www.linkedin.com/company/ligateproject)

**Brochure:** When presenting LIGATE output at conferences, a brochure will help to support the engagement of our stakeholders. It can include general information about the project and refer to our website and social media platforms. Also, contact details and subscription to the newsletter can be made available. The brochure will be set up in close cooperation with DOMPE. A logo will be designed to support the image and visibility of LIGATE.

**Events and Network organizations:** the LIGATE events, online or offline depending on pandemic situation, will come as a dissemination support to the objectives of all working packages.

We intend to be proactive setting up event format for stakeholders' community, at global level. Some conversations are in place with high-level partners that could host our consortium in thinking about an international launch.

Events will help in spreading the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming, encouraging the exchange of the information and the best practices.

Results selected for dissemination will be presented also in network organizations.

Resources to be used for this include animation, brochures, videos and mainly storytelling .

### **Storytelling**

Transversal to all resources, LIGATE will make the best of storytelling in science communication. The consortium thinks it is imperative that people become empowered to make informed decisions about issues rooted in science. To achieve this, science communicators must make science-related information engaging and relevant. In short, it is about making people care. That is why we need to go beyond presenting facts and evidence, towards creating emotional connections between scientists and the public. As we look for ways to help people make sense of LIGATE activities and results and care about other science-related issues, we insist on the potential of storytelling as a tool when communicating about science to help people understand, process and recall science-related information. Chelonia's appointed staff, with strong experience in this field, will organize and improve this resource and test and deliver this communication strategy in selected high-level workshops and events. For example, online tools like Flourish can be used to prepare both interactive visualizations and stories/narratives based on them. Storytelling as a means of science communication to the broader public can be highly effective in multiple media outlets, from videos to high-impact keynote addresses at popular science and technology conferences and events.

### **Podcast**

Although Youtube remains the most known platform for the dissemination of multimedia products, podcasts represent an increasingly important medium to spread informative contents. Indeed, thanks to its audio-only format, users can benefit from this type of communication under less restrictive conditions, thus allowing a better usability, an easier exploitation and therefore a potentially larger audience. These advantages are further boosted by the possibility of making them available on several different platforms such as Spotify, Spreaker, Google or Apple podcast and the like.

### **Partners main actions**

As it has been stated before, the project partners are aware of the different messages and tone that the communication will require reaching both audiences. Resources will be fully used to reach our communication



goals. We will set a schedule for regular meetings in order to boost and discuss our communication achievements.

In order to smoothly communicate information and news to the Consortium, partners will need to update the two models created by CHELONIA and upload them by using the repository cloud.

#### **a. Newsletter**

General reminders

- a) Chelonia and DOMPE must send a draft of the Newsletter to LIGATE team 1 week before the launching date
- c) Send it to contacts (website, mailing list and social media)
- d) Send proof of dissemination to LIGATE

#### **b. Partners' Facebook accounts**

Each post = short text + relevant photo(s)

Tag all partners.

Tag LIGATE when using your own account

Post relevant articles on related topics (science, tech, health, biology, covid-19, politics). LIGATE will share more specific bullet points to guide what we can consider relevant.

Share press articles published on the project in local media

Share the project's press releases, e-newsletters, the videos, the toolkit and policy recommendations on your own accounts

#### **c. Partners' Twitter accounts**

Follow all partner's twitter accounts

Use hashtags: e.g. for the events #ligateproject, #covid-19, #HPC, #coronavirus, #EuroHPC;

Tag LIGATE in each tweet

Share press releases, e-newsletters, videos, the toolkit and on your own accounts

#### **d. Partners' LinkedIn accounts**

LinkedIn is of paramount importance for professional audiences.

Tag LIGATE in each post.

Share all LIGATE dissemination resources on your own accounts.

#### **d. Press releases**

Press releases follow specific procedures as agreed in the CA.

Send it to contacts (via mailing list, your website, or social media accounts) – make sure that the relevant local, national and international press receives the message.

Send proof of dissemination (e.g. screenshot of press release sent)

#### **e. Events**

For each project event: launching, seminar, hub launching, hub meeting, training event, local organisers should implement the following communication tasks: Each partner and third party must use branding that was created by the project and that is available on cloud and exploit storytelling as effective communication strategy in tight collaboration with Chelonia. Then:

Announce the events on website and social media.

Involve the members of the local partnerships to contribute to the dissemination of the project and related “promotional” event(s).

Use the project's videos at the event(s), whenever possible.

Tweet during the event.

Broadcast a video during the event, when possible.

Send to LIGATE a short report within two weeks after the event including: title, city and date of the event, number and typology of attendees (e.g. policy makers, scientists, academy, etc.), 3 relevant high quality photos (if event is in presence), press clippings and video recording (if available).

Create a page for the LIGATE on your own website and include as a minimum: the project's logo and the European Commission's logo (following the project's visual identity guidelines) and objectives, link to <https://www.ligateproject.eu>

### **1.8 Open Communication**

This project requires full and open communication. Besides the aforementioned resources, the results of LIGATE that are selected for publication will preferentially be made available through Open Access (OA) publication, in order to ensure broad dissemination. Members of the consortium will prefer journals with option for Open Access. In case the journal has no option for Open Access, one of the options below must be performed: (a) as soon as possible and at the latest on publication, deposit a machine-readable electronic copy of the published version or final peer-reviewed manuscript accepted for publication in a repository for scientific publications; Moreover, the beneficiary must aim to deposit at the same time the research data needed to validate the results presented in the deposited scientific publications. (b) ensure open access to the deposited publication — via the repository — at the latest: (i) on publication, if an electronic version is available for free via the publisher, or (ii) within six months of publication (twelve months for publications in the social sciences and humanities) in any other case. (c) ensure open access — via the repository — to the bibliographic metadata that identify the deposited publication.

Members of the consortium will use the website page named “Open Access” to inform Stakeholders and grant access to data, software, simulation, etc. publicly available.

The bibliographic metadata must be in a standard format and must include all of the following: - the terms “European Union (EU)”, *European High-Performance Computing Joint Undertaking (JU)* and “Horizon 2020”; - the name of the action, acronym and grant number; - the publication date, and length of embargo period if applicable, and - a persistent identifier. Each partner is responsible for complying with the regulations mentioned in the Grant Agreement.

## 2. Internal Communication and Dissemination

### 2.1 Goal

The interdisciplinary nature of this project requires that all matters of communication in LIGATE are conducted in a professional way internally. All partners will need to work closely together in order to make the project a success. This applies not only to research matters, but also to dissemination and IP (being formulated in the Consortium Agreement). Moreover, all expectations, shortcomings and difficulties need to be put on the table for open discussion. This will create an environment where all partners can deal with each other in a frank, civil and open manner. When internal communication is performed well, and also frequently enough, the platform will create a positive atmosphere that will also be visible to the audience of LIGATE.

When possible, communication and dissemination activities must be automatic in order to avoid confusion, misunderstandings and key actors responsible for external communication being stressed out.

This will contribute to the goals of the consortium.

### 2.2 Question

How can we assure good internal communication flow within this project in a realistic and efficient way? All partners are located in different organizations and in different countries, with different staff allocated to the project. Therefore, regular face-to-face meetings are not feasible, which makes it even more important that alternative ways of communication are developed and encouraged.

Furthermore, it is not easy to understand the structure of the project and being confident with the different tasks and mailing lists.

### 2.3 Strategy

It is important that the external and internal identity is equal. LIGATE is a project where open and honest internal communication is very important for external communication. Openness and honesty have to be our watchwords. Through external communication, we aim to allow stakeholders to appreciate the exceptional nature of the project. This requires that professional behavior is practiced at all times, including any internal communication. Besides the important messages of urgency and relevance in what LIGATE does, this approach will stimulate people to want to be a part of this.

### 2.4 Resources

#### Meetings

Although it is not realistic to have face-to-face meetings too frequently, it is important to meet up as a group to share ideas and experiences. It would be necessary to set up a conference call with partners' WP6 contact each month in order to discuss issues regularly. Meetings are planned on first monday of each month.

#### Conference Calls

To allow discussion of progress and the project deliverables, a conference call will be hosted by the coordinator when necessary.

#### External file management

We need to be able to share files between all partners. It is important to manage this, since the structure can get chaotic very quickly if multiple partners need to contribute to the same files. The coordinator will, in consultation with all, set up the folder structure exploiting Sharepoint Online as a repository (usoft Azure) which is readily divided into dedicated folders. All partners should be able to readily search for and upload documents. When it concerns a working document, the version and date need to be specified. Also the initials

of the partner should be mentioned in the file name, to allow ready tracing of the evolution of a document. Upon uploading any final version, the file name must reflect this, and the document must be in a pdf format if it contains text.

*As already mentioned above, partners are invited to use templates either to share the information up-to-date regarding their project activities and any news, event, articles, etc...which are worth to be disseminated outside the project. In particular, for what concerns D&C we mean the “**LIGATE\_Template\_articles**” file which should be used to inform WP leader and partners of any original article and/or video.*

## 2.5 Monitoring

LIGATE will register D&C information using practical template to be shared with and filled in by the partners. The evaluation of the success of D&C activities will be done considering the context and objectives of each evaluation. We will collect the following indicators:

- o Number of attendees to the events in which the project will be presented.
- o Number of meetings with target stakeholders
- o Number of media reached locally and internationally and collection of press reports.
- o Number of visitors to the website.
- o Number of visualisations and downloads of material on the website.
- o Number of subscribers to the newsletter.
- o Number of followers on social media.

*A short report will be prepared every month by the WP leader by collecting all data and information from partners at local level. The report will be shared and results openly discussed with the partners. Therefore, it is of paramount importance that partner will constantly update the file “**LIGATE\_Template\_Monitoring\_sheet**” available monthly on cloud. Every partner will have its on sheet which they can freely fill throughout the current month.*

**An excel file stored in the repository and to be updated by partners, will help monitor the D&C activities and the WP6 leader to collect information and deliver on time.**

## Annex 1

### SOCIAL MEDIA

*Based on H2020 Programme Guidance  
Social media guide for EU funded R&I projects  
Version 1.1  
07 January 2020*

**Your strategy?** To avoid potentially wasting time with unfocused, open-ended use of social media, decide on a detailed **social media strategy**, as part of your project's communication and dissemination plan. This should cover the following points:

- WHERE — which accounts and platforms will you use?
- WHO? — who in your consortium will be in charge of social media? — who is your target audience?
- HOW? — what impact do you want to have and how will you assess this? — which language(s) will you use for your target audience?
- WHAT? — which content do you want to share? — how much time will you need to commit to this task?
- WHEN — what is the right time to share your content? — how often you should post on your account?

**Choosing your platform(s)** EU-funded projects mostly use Twitter, Facebook, LinkedIn, Google+, Instagram and Pinterest (with most preferring Twitter).

#### Twitter

*What can you post?* Text of up to **280** characters. This excludes media attachments (photos, images, videos, etc.) and quoted tweets (displaying someone else's tweet within your own) but includes links (a URL is always altered to 23 characters).

*How can you use it?* To share short comments, make announcements that can instantaneously reach a large audience or retweet relevant content. You can also use **Twitter groups** to cluster a group of projects on a similar topic:

- To consolidate and group content — helping those who took part in an event search for related coverage using the event's hashtag.
- To encourage interaction — bringing new opinions and views into a discussion about a specific topic.  
**Handle @** Unique user name mainly used to identify a person or a project's account. It always starts with the **@** symbol, followed by a name or phrase to identify the account. For example, the European Commission's Twitter handle is @EU\_Commission. *How to use handles*
- To send a **direct reply** to someone, by starting your message with their handle.
- To **link to someone else's account** (known as a 'mention') by using their handle elsewhere in your post. This will link your post to the mentioned user's account.

#### Facebook

*What can you post?* Text (no character limit), photos, GIFs, videos, links, etc. *How can you use it?* To showcase your project and results in an informal, highly accessible way. Instead of using an individual account, Facebook profile, to share project information, we'd recommend one of these 2 options: o Facebook page The most convenient way to promote your project on Facebook, allowing you to post a variety of content including pictures, videos, event invitations or reports, as well as links to presentations or available multimedia material. Facebook pages have **fans** who like the page, not friends. A page has also the advantage to allow for several nominated users under different types of profiles (admin, editor, reviewer). o Facebook group Mostly used for exchanges among members (individuals). Unlike Facebook pages, where only the page administrator can post, anybody previously approved can share content with the group.

### **LinkedIn**

*What can you post?* Text (no character limit), photos, GIFs, videos, links, etc. *How can you use it?* A networking site for professionals, it can be used for groups and has established networks on specific topics. Several projects have chosen LinkedIn to create new groups, share content and connect with already established groups.

### **Instagram**

*What can you post?* EU Grants: H2020 Guidance — Social media guide for EU funded R&I projects: V1.1 – 07.01.2020 8 Pictures only. *How can you use it?* As a self-standing repository of all the project-related images you want to publicise, separate from your own project website. On Instagram and similar platforms, the pictures are more searchable and visible, and you have no storage restrictions.

### **YouTube and Vimeo**

*What can you post?* Audio-visual content.

## **4.3 Deciding who is in charge**

All beneficiaries are welcome to contribute to the project's social media activities, but you need to **designate one person to oversee** all of this. We suggest you specify who this is in your communication and dissemination plan. They will set up and manage social media accounts, centralise the information to be shared and communicate with the audience, including replying to messages. The ideal person for this could be the beneficiary staff member who already handles communication tasks. Regular exchanges of information between the frontline project staff and the communication and dissemination team can help ensure the project is promoted adequately, by enabling the social media manager to draft relevant content and post it on time. To reach the widest possible audience, we recommend you identify other individuals in your consortium who are already using social media. Invite them to retweet and share the project's posts and relevant content with the appropriate audiences.

## **4.4 Identifying & building your audience**

*Which audience?* You must define clearly the target audience you want to reach through social media — e.g. *researchers, entrepreneurs, policymakers, young people*. This determines the **message** you want to convey, and how. You need to **adapt your message** to the audience: think of what information your intended reader could be looking for and aim to give them that information, **customising** the language and content instead of posting just for the sake of it. This makes it more likely that people will read and retweet your content, expanding your audience. *Building an audience* EU Grants: H2020 Guidance — Social media guide for EU funded R&I projects: V1.1 – 07.01.2020 10 Building a social media community that shares the same interests and is involved in similar projects is crucial for boosting the visibility of your content and increasing the number of

people who read your posts. You can do this by: · retweeting · replying to others' tweets · quote-tweeting information about your project · start an online discussion, e.g. by asking questions. Connecting with other Horizon 2020 beneficiaries Projects under the same call often share goals and are aimed at similar audiences. By connecting and clustering with likeminded beneficiaries — for example, by following their account, retweeting or replying to their posts or tagging them — you can attract each other's followers and fans, enlarging your community of interested individuals and organisations. Follow the European Commission social media channels We also generally encourage beneficiaries to play an active role in Horizon 2020 communication and dissemination campaigns launched by the European Commission.

### European Commission social media channels

The social media platforms the Commission and its agencies use can help you expand your audience by sharing your posts. Try the following:

- Add **#H2020** to your tweets. Be part of the online conversation about Horizon 2020 and your tweets become searchable.
- Tag **@EU\_H2020** in your tweets. Relevant posts are sometimes shared on EU social media accounts. Full list of relevant hashtags/handles (for a selection of these, see Appendix).
- *Align all your communication channels*
- To avoid confusing your audience, and improve access to your content, and interconnections based on it — be consistent in linking together all your social media project accounts and the project website, also by naming them consistently.
- To improve your **search engine ranking**, create a connection between your social media and your project website, e.g. by posting 'live' tweets and Facebook posts on the project website.
- Make sure all your **offline information** on your project (leaflets, flyers, publications, etc.) includes prominent reference to all the online sources.

### 4.5 Risks of social media

When using social media, like with any other means of communication, special attention should be paid to the content shared. It is up to each consortium to determine which information to keep private and which to publish, where and to what extent. People who want to 'steal' information might see social media platforms as fertile hunting grounds. However, plagiarism is nothing new, so it's not a reason not to use social media. That said, you should be aware of the following risks, and take the necessary precautions:

- Internet bots/social media bots Automatically generated messages designed to advocate certain ideas/campaigns aimed at manipulating public opinion and work against a project/consortium.
- Online trolls These spread negative messages, causing other followers/friends to lose interest in/stop following your project.
- **Privacy/data breaches** This means disclosing any research involving private content without the explicit consent of the data owner. Breaching online privacy rules can result in liability.
- Information leakage This means a loss of intellectual property. It is for the content owner to decide what to post or share.
- Security breaches All social media platforms have their own privacy and data protection policies. Read them carefully. EU-classified information may under no circumstances be used in social media. Special security rules apply.

- Targeted spam Fake messages used to obtain confidential information. To protect your project and yourself, all consortium members should agree on an **internal code of social media conduct**, covering all the above points.

#### 4.6 Measure impact and performance

*Impact criteria* With social media, you can assess in detail how well your post has been received, from the moment you publish it to days and months afterwards. We suggest that you **create your own criteria** to measure impact. To do so, you can choose from many free social media analysis tools, such as:

- **Twitter Analytics**
- **Facebook Insights** You should also build these into **key performance indicators** for your social media strategy, so you can compare the impact you initially expected to have with the intermediate and final results.

*Which criteria to choose?*

Generally speaking, you can measure dozens of different metrics on social media, but there is still no single criterion that gives a constructive measurement of the impact of using social media. This makes it particularly difficult to assess the impact of doing so for scientific projects — but you can identify specific indicators that best fit the area of research covered by your project, and keep track of these. Indicators can include the following quantitative and qualitative aspects:

- **Quantitative** Number of clicks, likes, shares, tags, video views, new followers, profile visits, engagement rates, cost per result, uses of your hashtag and influence of the accounts that use it etc.
- **Qualitative** Types of comments received, their tone, the number of people they reached, the types of followers, impressions, traffic data, ratings, word clouds etc. They can also include new collaborations, product commercialisation, appreciation for research, as well as greater knowledge among specialists and the general public. You can also perform a sentiment analysis, to understand the opinions expressed and their emotional tone.

*Monitoring & reporting*

Monitoring your social media accounts and assessing their effectiveness — ideally every month — gives you a wealth of data to identify trends and refocus your activities if necessary. Using your pre-defined criteria, analyse what works and what doesn't, and use this knowledge to adjust your strategy and plan ahead. When **reporting** on your communication and dissemination activities to the EU (through the periodic reports), include information about your social media accounts, activities, achievements and impacts.

#### 4.7 Appropriate style, content and tone

Below are some tips to help you **hold the reader's attention** (as well as being accurate, fair and consistent) — vital in today's crowded social media landscape.

*Style*

- Minimise the use of **abbreviations**, except generally recognised acronyms and accepted hashtags.
- Limit the number of **technical words** that only experts are likely to understand. Instead try to use layman's terms.
- Use **visual aids** in your tweets as much as possible, and tag relevant handles.
- Keep your posts **short, clear and catchy** — 3 sentences at most on Facebook.
- Use software to help you avoid **typos and grammar mistakes**.



- Convey **emotions** with your posts (but don't go overboard, or undermine your content's credibility with excessive hype or clichéd promotional phrasing).
- Publish content in other **languages**, to reach local communities.

#### Content

- Before you post, **ask yourself if you would be interested** in reading this, or clicking the link to know more.
- Vary the content — include a picture, video, GIF, infographic, link or poll to enliven the text. The image credit should be put next to the picture.
- **Visual content** (as above) is very effective as it conveys a lot of information in an appealing, easily digestible way.
- **Share information** about your project results and final products, new papers and scientific publications, events, conferences and training courses, breaking news and hashtags relevant to your project, etc.
- Highlight the project's **impacts** and its contribution to society. · Tag appropriate **handles**, to ensure your content reaches the widest audience possible.
- Make sure everything you post is **accurate** — nobody wants to follow an unreliable information source!
- **Events** – keep in mind that live posts or pictures of events may not necessarily be relevant content for people who did not attend. They are more likely interested in the **outcomes** of such events (*minutes, reports, links to presentations and interviews, etc.*).

#### Tone

- Use **appropriate, inoffensive language** (this is how you will get responses and stimulate debate).
- Be **receptive to your readers' arguments** — if you don't agree, defend your position without being rude.
- Gain/maintain **credibility** by sharing worthwhile, relevant content and show respect for other cultures and ideas, online as well as offline.
- Be aware that **libel and defamation** laws apply.
- Create your **project handle and hashtag** (if necessary) and use them consistently throughout the overall project implementation.
- Leverage any **existing social media presence**. If the host institution, researchers, team members or other relevant organisations already have a strong, well established social media presence, get all these parties to **communicate information about your project**, on the basis of an editorial schedule that you create. This will help you reach already existing audiences.
- Use handles, such as **@EU\_H2020** in your tweets to maximise your visibility and be recognised as part of the H2020 community.
- Include **emojis** in your tweets.
- Twitter is becoming increasingly **visual** — post pictures, videos, GIFs or data visualisations to spark interest. · Make **Twitter lists** to categorise your accounts into themes, or sign up for already existing lists. These lists can serve as channels for receiving news in your policy area and provide you with pools of people/organisations who can share your posts, if you tag them or message them directly.
- Share images and **tag other Twitter accounts** (up to 10), to build a relationship with your audience and make them aware (the account tagged receives a notification) of content that might interest them, in the hope that they might want to retweet it.
- Distinguish between and **use the different types of page appropriately**: Facebook profile, Facebook page, Facebook group, Facebook event.

- **Vary your content** (pictures, videos, polls, links...) and **tag** other profiles and pages in your posts, to reach a wider audience.
- Use **Facebook Analytics** to track the performance of your page.

#### 4.8 When should you post?

Right at the start, in your strategy, include an **editorial calendar** and plan how often you should post.

##### *Posting for the general public and media*

You can share your information and news (*using pictures, (live) videos, short messages, key quotes, etc.*) **at the exact moment they are taking place**, for example:

- when you have a project **breakthrough**, reach a (genuine) milestone or get results
- when your project is featured at a **conference** or **event**
- when you are presenting your project at an **exhibition fair stand**
- when a new **press release** is published **Don't wait** until you have all the details or the full story (you can post this later). Acting immediately is vital to gain momentum and get your event, result, etc. into online discussions. Tweets cannot replace full articles and press releases about your project's achievements. But they can link to more detailed information available on other platforms, making your content more visible.

*Posting for stakeholders/target audience* Alert your followers when your scientific papers have been **peer-reviewed** and **published**:

- use the **@EU\_H2020** tag for maximum impact
- **link** to your paper/article
- **tag your publisher**, to reach a wider audience (ask your publisher and repository in advance what specific authorisations and agreements you must adhere to)
- post links to recently-published **related scientific articles** (to reach journalists who might cover the story, or other researchers you can have relevant scientific discussions with).

##### *Timetable for posting on events*

Messaging can vary, depending on the event and its target audience, but some standard steps and timing apply to all cases: **At least 6 weeks** in advance: Tell your Project Officer you've decided to organise an event. Decide what hashtags you're going to use and start sharing content alongside them. To make your event more visible, look into using any additional means of communication that the Commission or other EU online platforms provide. **At least 1 month** in advance: Create web content and start promoting it on your project's social media account using the event hashtag. Prepare an event image to share on tweets. Engage in conversations about similar topics and involve your audience by asking questions and using the relevant handles. **Several days** before the event: Prepare a list of useful, relevant Twitter handles for participants to engage with before and during the event, such as event speakers and participants. Create a list of posts to tweet during the event. You can schedule your tweets using a social media dashboard such as Hootsuite. **During** the event: Live-tweet with interesting pictures, tag/mention people, promote the relevant hashtag and ask participants to join the conversation. Tweet related content, scientific studies, published papers, web content, always including your hashtag. Live-tweeting provides engaging, concise content for people who couldn't attend an event, either in real time or later by searching for the conference hashtag to catch up on the key moments and discussions (*by looking at photos, videos and links and reading key discussion points from throughout the day*). For live-tweeting to be successful, you need to have your **pre-prepared handles and**

**posts** to hand. **Don't sacrifice clarity, accuracy or key messages** for the sake of speed — or you will lose followers. **After** the event: During the days following the event, monitor your impact and keep tweeting relevant content with your own hashtag (if any). *Tools you can use* **Twitter Moments** — This gives you maximum flexibility in managing the posts related to your event. Moments are customised sections you can create on your project's Twitter account, to display content related to an event and keep it separate from the rest of the posts. This makes it more visible and traceable. **Facebook event** — This is an online platform dedicated to a particular event, where you can share information and invite people. When **reporting officially** on your event, it is not enough to just copy-paste your tweets or social media pages. Nor should you replace in-depth reports on conferences, or minutes you are asked for the periodic report, with a list of posts.

### **Making the best use of social media**

- make an **analysis of strengths, weaknesses**, opportunities and threats (SWOT) in relation to using social media for your project
- make a **social media strategy** and plan ahead right from the start
- choose the social media **platforms** and **accounts** that are most relevant to your project
- clarify **who is doing what** in your consortium
- define your goals, target **audience**, policy and **messages**
- plan how you are going to **measure your impact**
- be **consistent** across all your communication channels
- share **project-related content only**, using an appropriate style
- **vary** the types of content you post (*text, pictures, videos, polls, links, etc.*)
- **engage** with your audience using replies, retweets or tags
- **connect** with other EU-funded projects and the European Commission social media channels
- use **@EU\_H2020** and **#H2020** in your tweets to maximise their visibility
- follow the news and use **trending hashtags** · **monitor** your social media channels to measure the impact you're having
- **share** the social media activities and analysis for your project with your **Project Officer**, in the deliverables and periodic reports.

### **Appendix Sample Twitter handles & hashtags**

**Twitter handles:** @EU\_H2020 @MSCAActions @Mariecurie\_alum @mariescurie\_ire @TNavracsicsEU @Net4Mobility @FET\_eu @EU\_Growth @EUHomeAffairs @EU\_TrustSec @OpenAccessEC @DG\_Connect @DigitalAgendaEU @EU\_Agri @EUClimateAction @Energy4Europe @INEA\_EU @EU\_ENV @EU\_MARE @Transport\_EU @ERC\_Research @EU\_EASME @IMI\_JU @cleansky\_ju @fch\_ju @BBI2020 @ECSEL\_JU @Shift2Rail\_JU @SESAR\_JU

**Twitter hashtags:** #H2020 #MSCA #MarieCurie #MSCAjobalert #MSCA20 #EUBudget4results #Bioeconomy #EIPagri #ePrivacy #cybersecurity #SecurityUnion #openaccess #DSMeu

### **Sample Facebook & LinkedIn pages**

- <https://www.facebook.com/Marie.Curie.Actions>
- <https://www.facebook.com/FET.europe>
- <https://www.facebook.com/DigitalSingleMarket>
- <https://www.facebook.com/pages/EGov-Info>
- <https://www.facebook.com/EUScienceInnov>
- <https://www.facebook.com/EU.Growth>
- <https://www.facebook.com/EUAgri>

### **LinkedIn pages:**

- HORIZON 2020 Framework Programme for Research and Innovation
- H2020 MARIE CURIE Actions Fellowship & Research Grants, PhD Careers and R&D Jobs
- INEA - Innovation and Networks Executive Agency
- EASME - EU projects & partner search
- EASME - Environment projects & partner search · BBI JU - Bio-based Industries Joint Undertaking

**Other channels:**

- <https://www.youtube.com/EUScienceInnovation>
- <https://www.youtube.com/user/Horizon2020YourViews>
- <https://www.youtube.com/user/EuropeanResearchArea>
- <https://www.youtube.com/user/JRCaudiovisuals> · You Tube BBI JU - Bio-Based Industries
- <https://www.youtube.com/c/DigitalSingleMarketEU>
- <https://www.instagram.com/digitalsinglemarket/>
- <https://www.pinterest.com/eucommission/digitalsinglemarket/>

**ALL EU social networks**

[https://europa.eu/european-union/contact/social-networks\\_en](https://europa.eu/european-union/contact/social-networks_en)