



## D8.2 Project website and social media channels

Document Identification			
Status	Final Draft	Due Date	29/02/2020
Version	1.0	Submission Date	28/02/2020

Related WP	WP8	Document Reference	D8.2
Related Deliverable(s)	D8.1 Dissemination and Communication Strategy	Dissemination Level (*)	PU
Lead Participant	EEMA	Lead Author	Jon Shamah (EEMA)
Contributors		Reviewers	Lorraine Spector (EEMA) Ana Piñuela (ATOS)

Keywords :
Website, social media channels

### Disclaimer

This document is issued within the frame and for the purpose of the DE4A project. This project has received funding from the European Union's Horizon2020 Framework Programme under Grant Agreement No. 870635 The opinions expressed and arguments employed herein do not necessarily reflect the official views of the European Commission.

[The dissemination of this document reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains. **This deliverable is subject to final acceptance by the European Commission.**

This document and its content are the property of the DE4A Consortium. The content of all or parts of this document can be used and distributed provided that the DE4A project and the document are properly referenced.

Each DE4A Partner may use this document in conformity with the DE4A Consortium Grant Agreement provisions.

(\*) Dissemination level: PU: Public, fully open, e.g. web; CO: Confidential, restricted under conditions set out in Model Grant Agreement; CI: Classified, Int = Internal Working Document, information as referred to in Commission Decision 2001/844/EC.

Document name:	D8.2 Project website and social media channels			Page:	1 of 21		
Reference:	D8.2	Dissemination:	PU	Version:	1.0	Status:	Final Draft

## Document Information

List of Contributors	
Name	Partner
Jon Shamah	EEMA

Document History			
Version	Date	Change editors	Changes
0.1	15/01/2020	Julia Wells (Atos)	Initial version of document template
0.99	15/02/2020	Jon Shamah (EEMA)	Content
1.0	28/02/2020	Julia Wells (Atos)	Quality check, final version for submission

Quality Control		
Role	Who (Partner short name)	Approval Date
Deliverable leader	Jon Shamah	10/02/2020
Quality manager	Julia Wells (ATOS)	28/02/2020
Project Coordinator	Ana Piñuela Marcos (ATOS)	28/02/2020

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	2 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b>
			Final Draft

## Table of Contents

---

Document Information.....	2
Table of Contents .....	3
List of Tables.....	4
List of Figures.....	5
List of Acronyms.....	6
Executive Summary .....	7
1 Introduction.....	8
1.1 Purpose of Document .....	8
1.2 Structure of the document .....	8
2 Visual Identity and Design guidelines in use by Project and Website.....	9
2.1 Project Logo .....	9
2.2 Brand Guidelines.....	9
3 Website Design.....	11
3.1 DE4A Unique URLs .....	11
3.2 Purpose of Website.....	11
3.3 Website Theme .....	11
3.4 Platform .....	11
3.5 Navigation structure .....	12
4 Social Media .....	14
4.1 Twitter.....	14
4.2 LinkedIn.....	14
5 Relevant key performance indicators and Impact Monitoring .....	15
6 Conclusions.....	16
7 Annex 1 - DE4A Website Screenshots .....	17

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	3 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b>
			Final Draft

## List of Tables

---

<i>Table 1: DE4A Registered URLs</i>	11
<i>Table 2: Page Descriptions</i>	12
<i>Table 3: Membership Classes</i>	13
<i>Table 4: Current Permissions</i>	13
<i>Table 5: DE4A Extracted KPIs</i>	15

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	4 of 21				
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Final Draft

## List of Figures

---

<i>Figure 1: Square and wide versions of DE4A Logo</i>	9
<i>Figure 2: Brand Guidelines</i>	10
<i>Figure 3: DE4A Twitter Page</i>	14
<i>Figure 4: DE4A Group Page on LinkedIn</i>	14
<i>Figure 5: DE4A Website Home Page</i>	17
<i>Figure 6: DE4A Website Project Page</i>	17
<i>Figure 7: DE4A Website Consortium Page</i>	18
<i>Figure 8: DE4A Website Technology Page</i>	18
<i>Figure 9: DE4A Website Contact Page</i>	19
<i>Figure 10: DE4A Website Privacy Policy Page</i>	19
<i>Figure 11: DE4A Website Community Events Page</i>	20
<i>Figure 12: DE4A Website Media Page</i>	20
<i>Figure 13: DE4A Website Partner Resources Page</i>	21
<i>Figure 14: DE4A Website Sign-Up Page</i>	21

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	5 of 21	
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Final Draft

## List of Acronyms

Abbreviation / acronym	Description
CA	Consortium Agreement
CFS	Certificate on the Financial Statements
DoA	Description of Action
Dx.y	Deliverable number y, belonging to WP number x
EC	European Commission
GA	Grant Agreement
KPI	Key Performance Indicator
PC	Project Coordinator
PM	Person-month
QA	Quality Assurance
QM	Quality Manager
RASCI	Responsible/Accountable/Supportive/Consulted/Informed
RP	Reporting Period
TL	Task Leader
WP	Work Package
WPL	Work Package Leader

## Executive Summary

---

This document is an introduction to the operational status of the website and social media. The deliverable itself is the website and this short report documents it.

It is not intended to be a report, but rather an illustration of the style and structure of the DE4A website and social media at the beginning of the project. It discusses the rationale behind the graphic guidelines and illustrates these with screenshots from the website.

The website is shown to be structured and well thought out at this early stage of the project and its development. Other social media channels which, by definition, take time to grow, are also illustrated.

<b>Document name:</b>	D8.2 Project website and social media channels				<b>Page:</b>	7 of 21	
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Final Draft

# 1 Introduction

## 1.1 Purpose of Document

Digital Europe for All (DE4A) effectively puts forward a new Member State-driven large-scale pilot aimed at compliance with Single Digital Gateway and aligned with EU eGovernment Action Plan 2016-2020, Tallinn Declaration and EIF Implementation Strategy. Its over-arching goal is to reinforce trust in public institutions and to unleash multiple measurable positive impacts in terms of efficiency gains and reduction of current administrative burden and costs, rooted on a Toolkit for extended semantic interoperability and on secure, privacy-preserving and trustworthy realisation of fundamental once-only, relevant-only and digital by default principles, through state-of-the-art, usable and high-quality fully online procedures accessible through the Single Digital Gateway (SDG).

In this regard, DE4A clearly aims to establish a culture of co-creation, transparency, accountability and trustworthiness. Citizen and business-oriented pilots shall highlight chosen aspects of the technical ecosystem available for the SDG implementation on European and Member State level, prove their technical viability and gauge the performance and degree in which non-functional requirements can be accommodated.

The present document is to demonstrate the commencement of website and social media channels for the DE4A Project.

This document has two main goals: first it highlights some media concepts used in the dissemination channel designs; and second it illustrates the initial public-facing communications.

## 1.2 Structure of the document

This document is divided into four main sections:

Chapters	Description
Chapter 2	Visual Identity and design guidelines
Chapters 3,4	Website and social media structures
Chapter 5, 6	Key Performance Indicators and conclusions
Chapter 7	Example screenshots of the DE4A website



## 2 Visual Identity and Design guidelines in use by Project and Website

### 2.1 Project Logo

The project logo was designed to demonstrate the promotion of communications between Member States. The logo is comprised of several elements. The name, the strapline and the network icon. These combined elements make up the narrative that surrounds the DE4A project. (Figure 1)



Figure 1: Square and wide versions of DE4A Logo

### 2.2 Brand Guidelines

Brand Design Guidelines (figure 2) have been produced to maximise brand identity and control clarity of messaging:



<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	9 of 21	
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Final Draft



Figure 2: Brand Guidelines

These guidelines are used throughout the website and are available for additional uses by partners.

<b>Document name:</b>	D8.2 Project website and social media channels				<b>Page:</b>	10 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b> Final Draft

## 3 Website Design

### 3.1 DE4A Unique URLs

The rights to the following URLs have been registered:

Table 1: DE4A Registered URLs

URL	Redirect
DE4A.eu	Primary Website
DE4A.com	DE4A.eu
DE4A.org	DE4A.eu
digitalEuropeforall.eu	DE4A.eu
digitalEuropeforall.com	DE4A.eu
digitalEuropeforall.org	DE4A.eu

### 3.2 Purpose of Website

An attractive project website has been developed to provide visibility and unique recognition to DE4A.

The website consists of two parts. The first part by giving public access to relevant non-confidential results and deliverables (i.e. summaries on progress and achievements, downloadable periodic activity reports, publishable milestones, etc.). The second part will serve as a private area for internal use by the consortium partners to provide a centralised access to all materials and published results of the project.

### 3.3 Website Theme

The website theme is intended to convey a fresh approach benefiting both citizens and government. With this reasoning, a white background with vibrant imagery and colours was chosen. Use of video will be made, within reasonable bandwidth limitations. It was felt important not to promote the impression of an “ICT-heavy” project, yet still convey the importance of the issues being addressed.

The website is intended to be dynamic. It will adapt to changing project requirements as needed, with pages being added and suspended as determined by the coordinators and dissemination lead.

### 3.4 Platform

The website is hosted on the “WIX” platform (<https://wix.com>). This was felt to be the most agile platform to use in the project timeframe, with a wide range of capabilities both desktop and mobile focussed. The platform has successfully been used in a number of other H2020 projects.

Because the platform is not intended to hold personal data, nor any data that is of a confidential (or above) nature, geolocation of the platform itself was deemed to be inconsequential.

The <https://de4a.eu> website is secured by an SSL certificate issued by the Internet Security Research Group (ISRG). The certificate Practice Statement can be found at:

<https://letsencrypt.org/documents/isrg-cps-v2.7/>

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	11 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b>
			Final Draft

### 3.5 Navigation structure

The navigational structure is designed to be flat, with a minimum of nested options. Additionally, it consists of site-member areas, with permissions determined by the webmaster who manages the approvals in conjunction with the coordinator, when necessary.

Table 2 describes the main pages of the DE4A website, with corresponding selected screen shots in Annex 1.

Table 2: Page Descriptions

PAGE NAME	URL	PERMISSIONS	SCREEN SHOT
Home	<a href="https://de4a.eu">https://de4a.eu</a>	All	8.1
Project	<a href="https://de4a.eu/about-project">https://de4a.eu/about-project</a>	All	8.2
Consortium	<a href="https://de4a.eu/consortium">https://de4a.eu/consortium</a>	All	8.3
Technology	<a href="https://de4a.eu/technology">https://de4a.eu/technology</a>	All	8.4
Community	Sub-menu	N/A	-
Contact	<a href="https://de4a.eu">https://de4a.eu</a> <Footer>	All	8.5
Privacy Policy	<a href="https://www.de4a.eu/privacy-information">https://www.de4a.eu/privacy-information</a>	All	8.6
Community-Events	<a href="https://de4a.eu/events">https://de4a.eu/events</a>	All	8.7
Community-News	<a href="https://de4a.eu/news">https://de4a.eu/news</a>	All	8.8
Community-Press	<a href="https://de4a.eu/press">https://de4a.eu/press</a>	All	-
Community-Newsletter	<a href="https://de4a.eu/newsletters">https://de4a.eu/newsletters</a>	Site-members	-
Community-Information	<a href="https://de4a.eu/collateral">https://de4a.eu/collateral</a>	Site-members	-
Community-Partner Blog	<a href="https://de4a.eu/blog-1">https://de4a.eu/blog-1</a>	Partners only	-
Community-Partner Resources	<a href="https://de4a.eu/file-share">https://de4a.eu/file-share</a>	Partners only	8.9
Site Sign-up Page	<a href="https://de4a.eu">https://de4a.eu</a>	All	8.10

Current site-membership (excluding admin roles) consists of:

Table 3: Membership Classes

MEMBERSHIP CLASS	DESCRIPTION
All	Unregistered site visitor
Site-Member	Registered site visitor who accepts the terms of use of website
Non-Partner Member State	A Member State who is not part of the DE4A consortium
Consortium Partner	DE4A Consortium Partner
Stakeholder	DE4A Stakeholder
Blog Writer	Permissioned to write a DE4A blog

Current Permissions are:

Table 4: Current Permissions

MEMBER ONLY PAGES	SITE MEMBERS	NON-PARTNER MEMBER STATES	CONSORTIUM PARTNER	STAKEHOLDER	BLOG WRITER
PARTNER RESOURCES			X		
NEWSLETTERS	X	X	X	X	X
INFORMATION	X	X	X	X	X
PARTNER-BLOG			X		X

## 4 Social Media

Of particular focus are communication activities will be dedicated to social media channels (i.e. Twitter, LinkedIn, etc.) for the involvement and engagement of the widest audience possible.

### 4.1 Twitter

The twitter feed is located at: @DE4A\_EU



Figure 3: DE4A Twitter Page

### 4.2 LinkedIn

The LinkedIn DE4A group page is located at: <https://www.linkedin.com/showcase/de4a/>

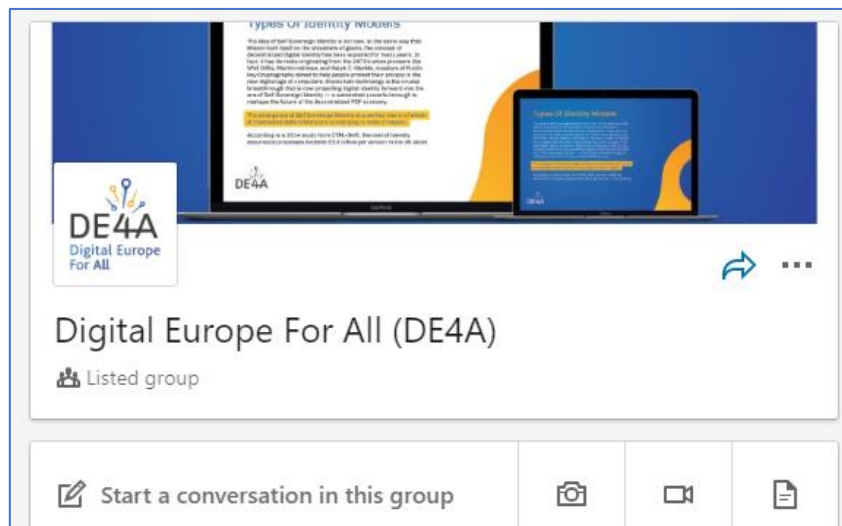


Figure 4: DE4A Group Page on LinkedIn

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	14 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Final Draft

## 5 Relevant key performance indicators and Impact Monitoring

These metrics are extracted from the Key Performance Indicators as set out in the DE4A Communication Strategy and in the contract. It should be noted that the performance against these KPIs will be updated in the different communication and dissemination reports during the project.

Table 5: DE4A Extracted KPIs

Metric	KPI	±Tolerance	Timeframe
Website visits	<b>5000</b>	33%	<b>YR1-40/month, YR2-200/month, YR3-200/month</b>
Average website visit duration	<b>2 mins</b>	25%	<b>This was the average timing seen on project websites</b>
Number of material downloads	<b>240</b>	25%	<b>YR2-10/month YR3-10/month</b>
Social media activities (tweets, blogs, posts etc)	<b>750</b>	33%	<b>YR1-20/month, YR2-20/month, YR3-20/month – Each (/all tweets + posts)</b>
Followers on social media channels	<b>150</b>	40%	<b>This is widely variable but is over term of project</b>
Video uploads (YouTube, Vimeo)	<b>6</b>	NA	<b>over term of project</b>
Views across video channels	<b>240</b>	33%	<b>YR2-10/month, YR3-10/month</b>
Number of stakeholders engaged	<b>150+</b>	33%	<b>Individuals – not organisations</b>

## 6 Conclusions

---

The DE4A website and social media have started well. Signed up Website members has already exceeded 500 visits by the end of Month 2, with twitter having 27 active followers. The website will grow, with additional resources made available to disseminate. The initial lack of content has been overcome and all the media channels will grow in line with the DE4A Communication Plan.

<b>Document name:</b>	D8.2 Project website and social media channels				<b>Page:</b>	16 of 21	
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU	<b>Version:</b>	1.0	<b>Status:</b>	Final Draft



## 7 Annex 1 - DE4A Website Screenshots

Figures 5 to 12 show images of the initial website. These pages may be modified over the course of the project.

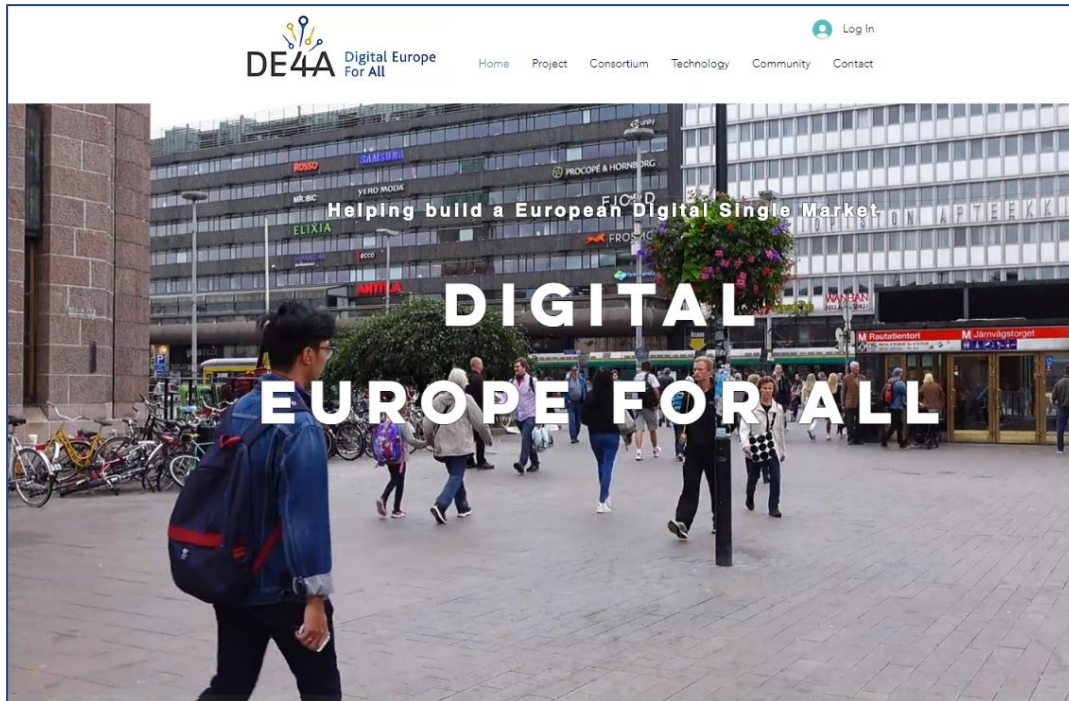


Figure 5: DE4A Website Home Page

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	17 of 21	
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU	
	<b>Version:</b>	1.0	<b>Status:</b>	Final Draft

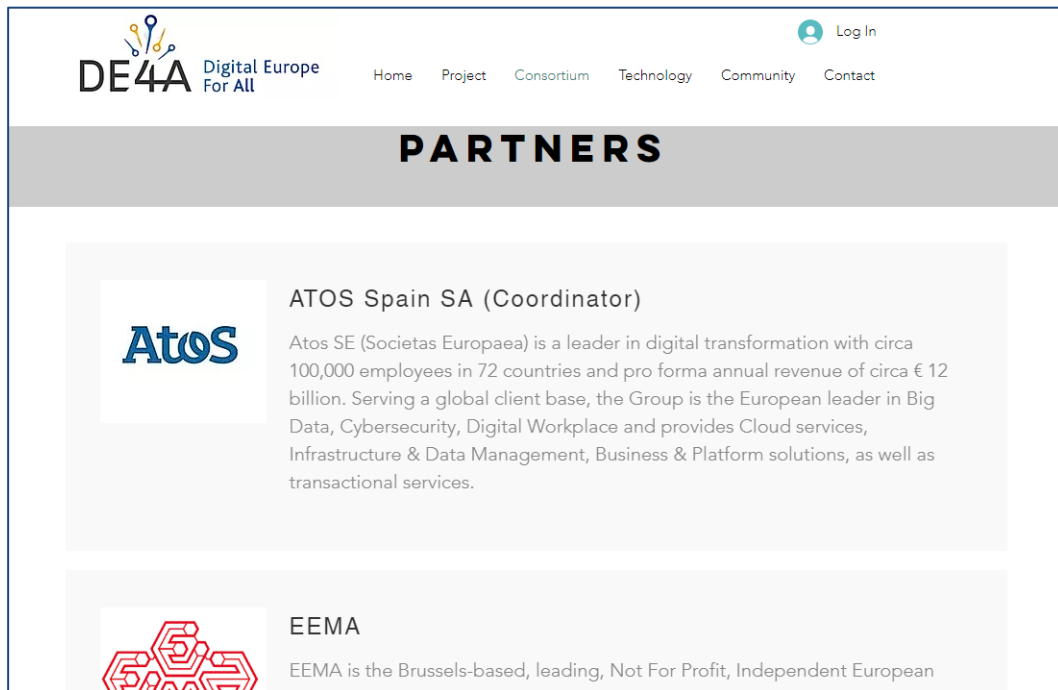


Figure 7: DE4A Website Consortium Page



Figure 8: DE4A Website Technology Page

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	18 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Final Draft

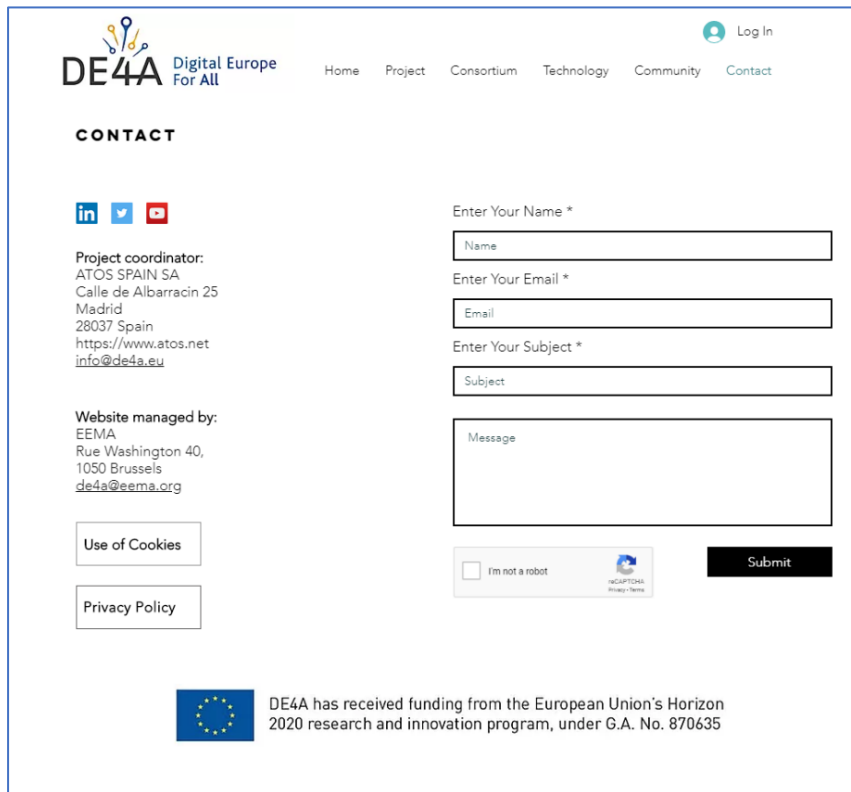


Figure 9: DE4A Website Contact Page

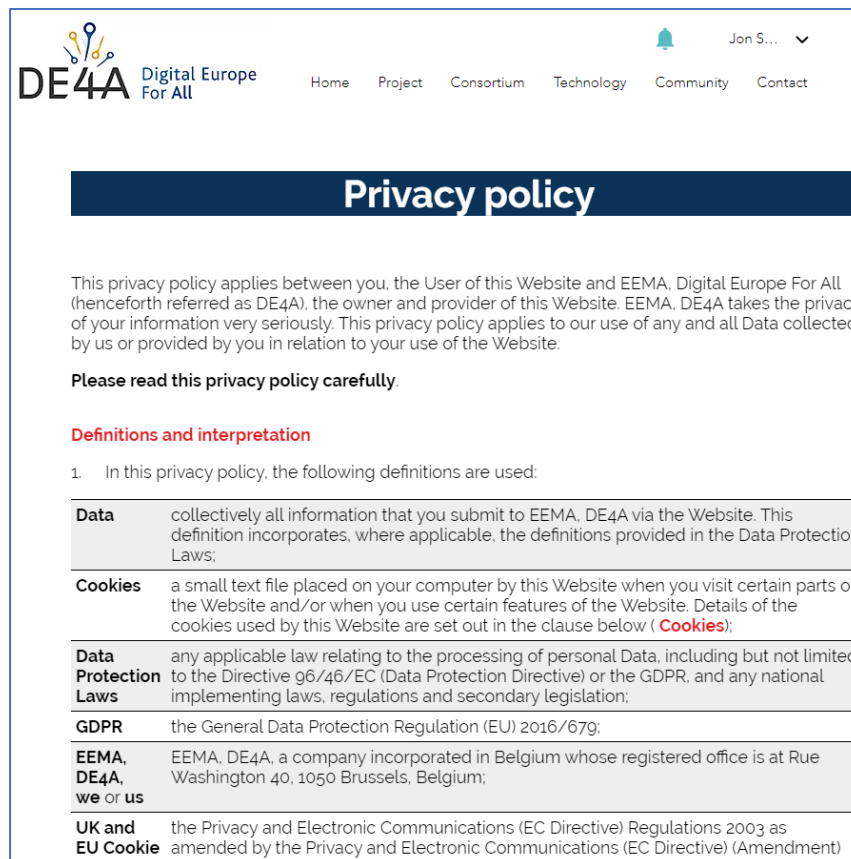


Figure 10: DE4A Website Privacy Policy Page

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	19 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
	<b>Version:</b>	1.0	<b>Status:</b> Final Draft

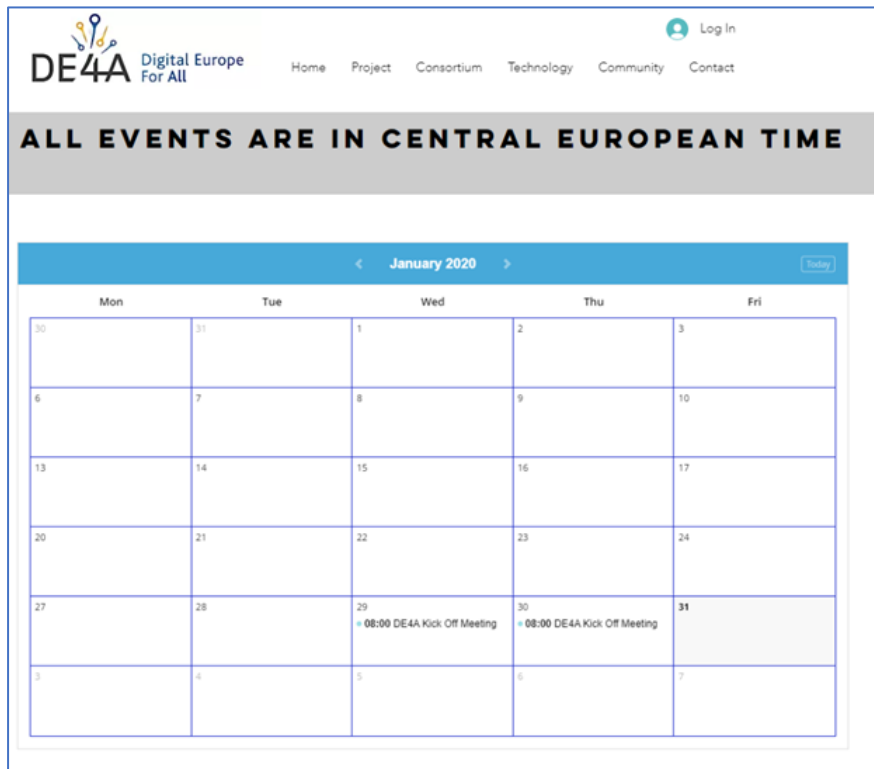


Figure 11: DE4A Website Community Events Page

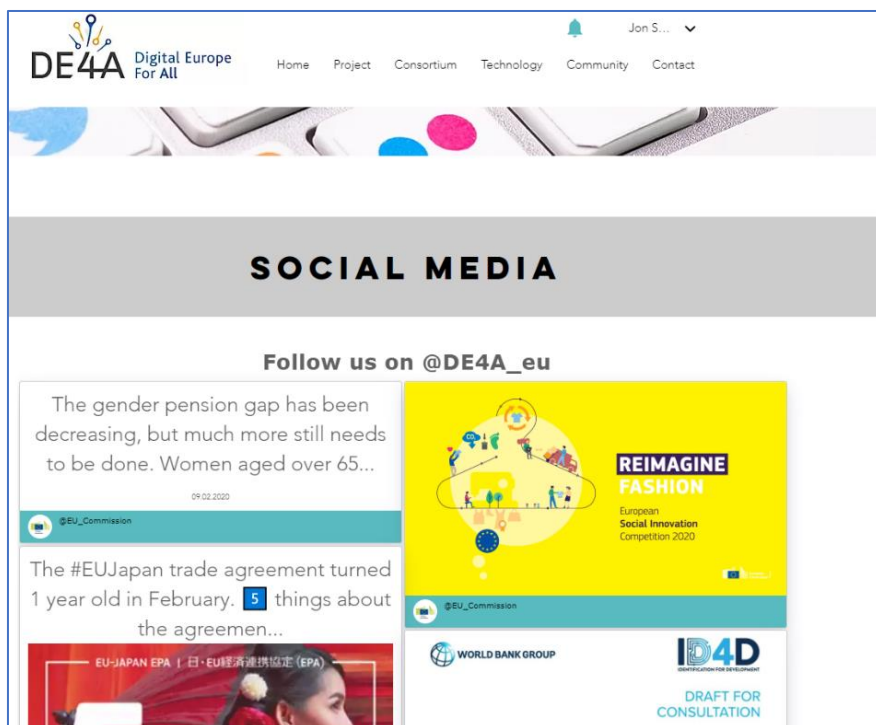


Figure 12: DE4A Website Media Page

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	20 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Final Draft

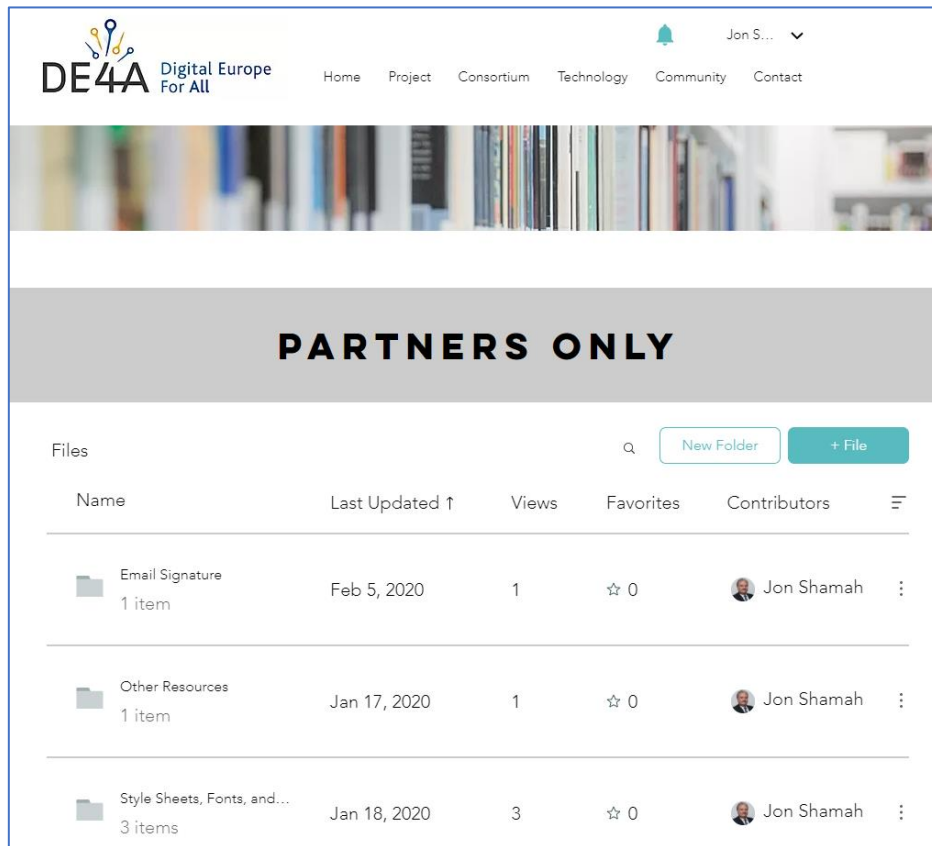


Figure 13: DE4A Website Partner Resources Page

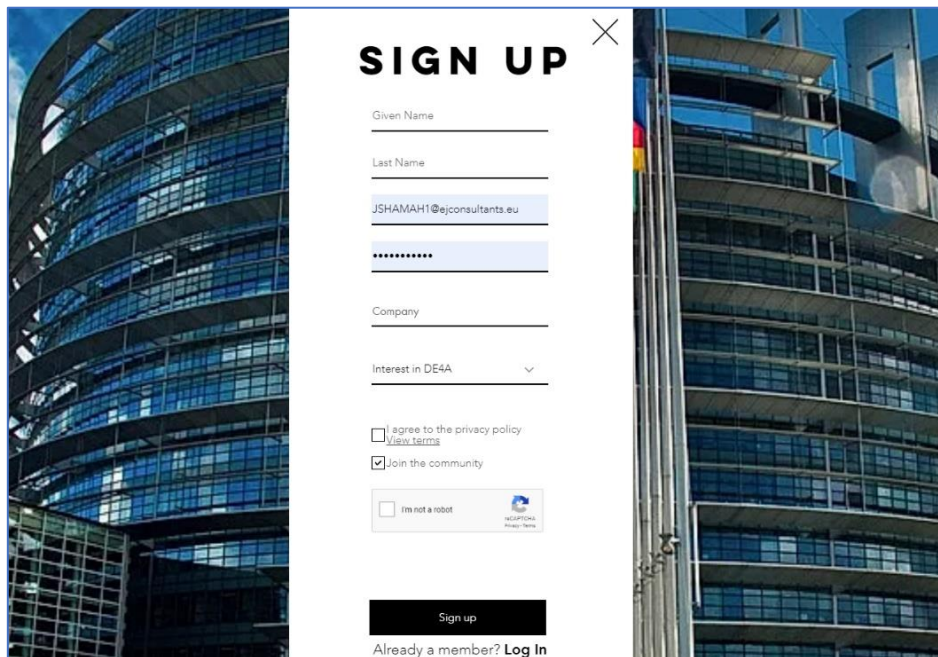


Figure 14: DE4A Website Sign-Up Page

<b>Document name:</b>	D8.2 Project website and social media channels	<b>Page:</b>	21 of 21
<b>Reference:</b>	D8.2	<b>Dissemination:</b>	PU
		<b>Version:</b>	1.0
		<b>Status:</b>	Final Draft