DELIVERABLE D8.1 REPORT

PROJECT WEBSITE AND SOCIAL MEDIA DISSEMINATION

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1   Overview

Since the start of the MuMMER project, the consortium has generated output on several platforms to promote and share results and dissemination activities.

1.1   Project Logo

The MuMMER project logo (shown to the left) was created in June 2016 by Cactus Creative Consultants in Glasgow. The logo has been created in a range of sizes and formats, and will be used to create a unified project identity across all dissemination channels, including the project website and social media channels mentioned below.

1.2   Project Website

The project website was created by Mary Ellen Foster in month 1 of the project (March 2016). The website (http://www.mummer-project.eu/) is hosted by the University of Glasgow and uses an externally purchased domain name which is easy to remember and aims to maximise web traffic. The target audiences for the website are the scientific and industrial communities as well as the general public. The timespan for the website will be for the lifetime of the project as a minimum; we also aim to keep it live after the project finishes to allow further dissemination of the project results.

The MuMMER website is continuously updated to publicise information at different levels of complexity targeting different audiences, from consortium members, to scientific community, industry and the lay public. We have aimed to create a simple layout that is easy to navigate, whist still providing in-depth information regarding the project consortium, objectives, news and events and outputs. The website is branded with our project logo to ensure consistency across our platforms.

The website provides information about our project partners as well as links to all of the partner institutions. The "About" section provides details of our project aims and objectives which will engage the scientific community but is also easy for the general public to understand. We also have a "News" section, where we keep readers up to date with MuMMER activities. The "Outputs" section provides details of events and publications. In addition, we have a "contact" section which provides contact details of the coordinator, project manager and project administrator to ensure that any queries/issues raised by website users are answered and resolved in a timely manner. Finally, we have included links to our Facebook and Twitter pages to maximise the user traffic to our social media pages.

Whilst the project is still in its early stages, we feel that the website we have created provides clear and concise information regarding the project and provides a strong platform to disseminate MuMMER activates. As the project progresses we will be able to amend and develop the website to meet the needs of the project.
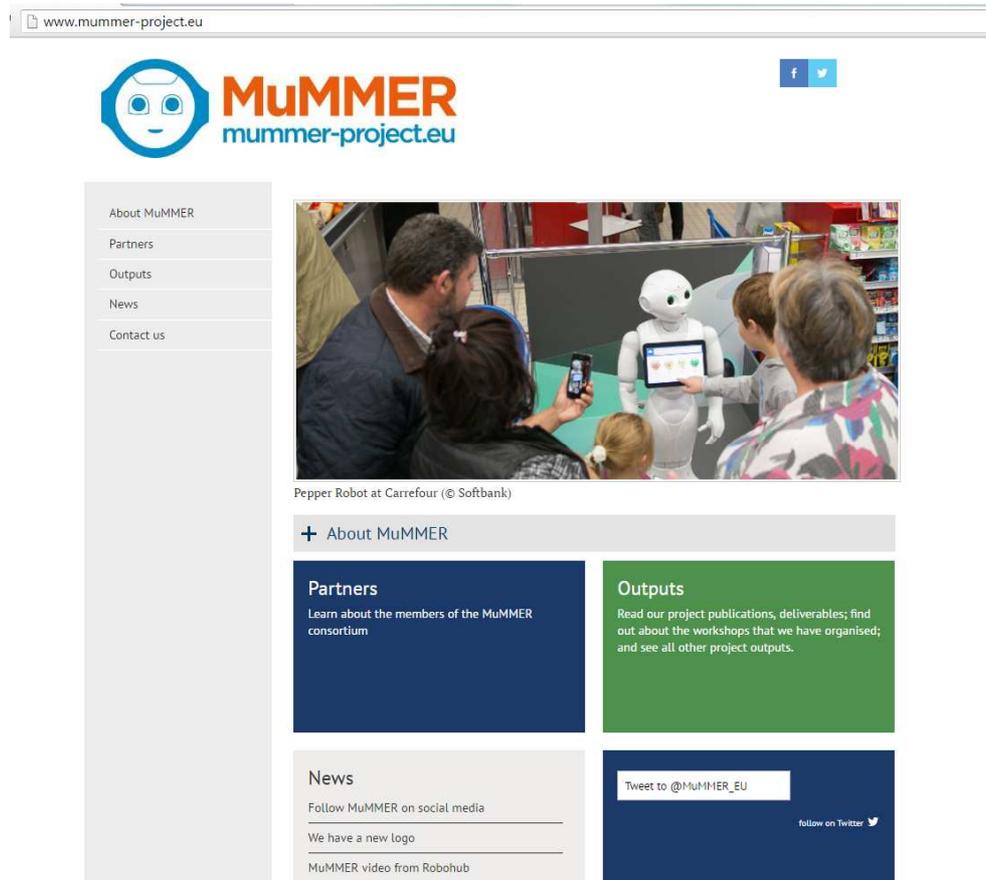
Figure 1: MuMMER homepage

1.3 Social media

MuMMER's Facebook page (https://www.facebook.com/mummer.eu/home) and Twitter account (@MuMMER_EU) provide a platform to share updates and news and engage with the scientific community and the public at large. These channels were officially made public in August 2016 and are already attracting some attention. Content posted to our Facebook page is automatically posted to our Twitter page as well, which should maximize the audience viewing our content.

As the project progresses, we will upload photos and videos to document the progress of the project using fun and creative content; as results emerge from the project, we will also make use of additional social media channels such as YouTube and LinkedIn as appropriate.
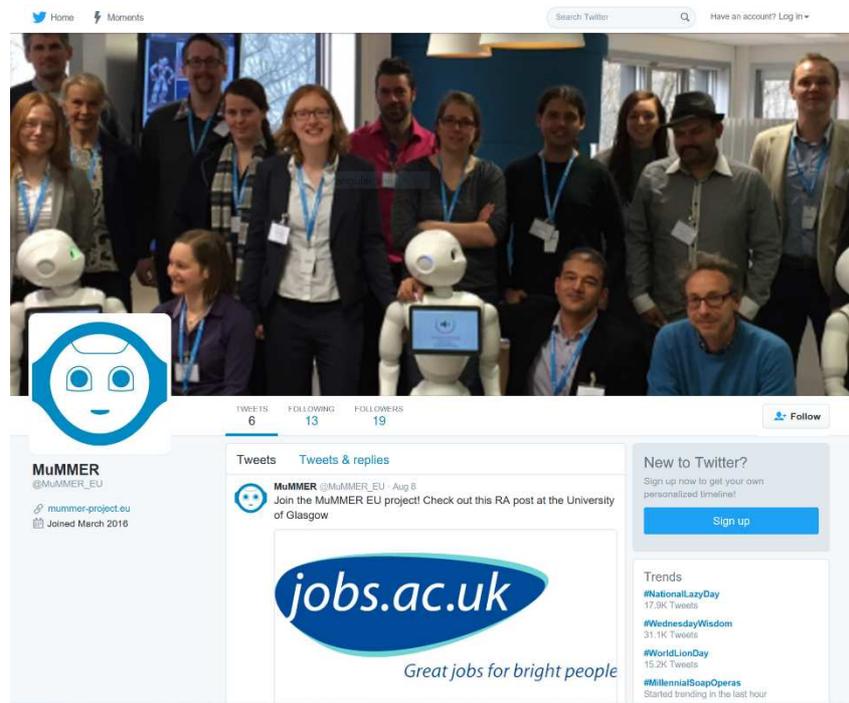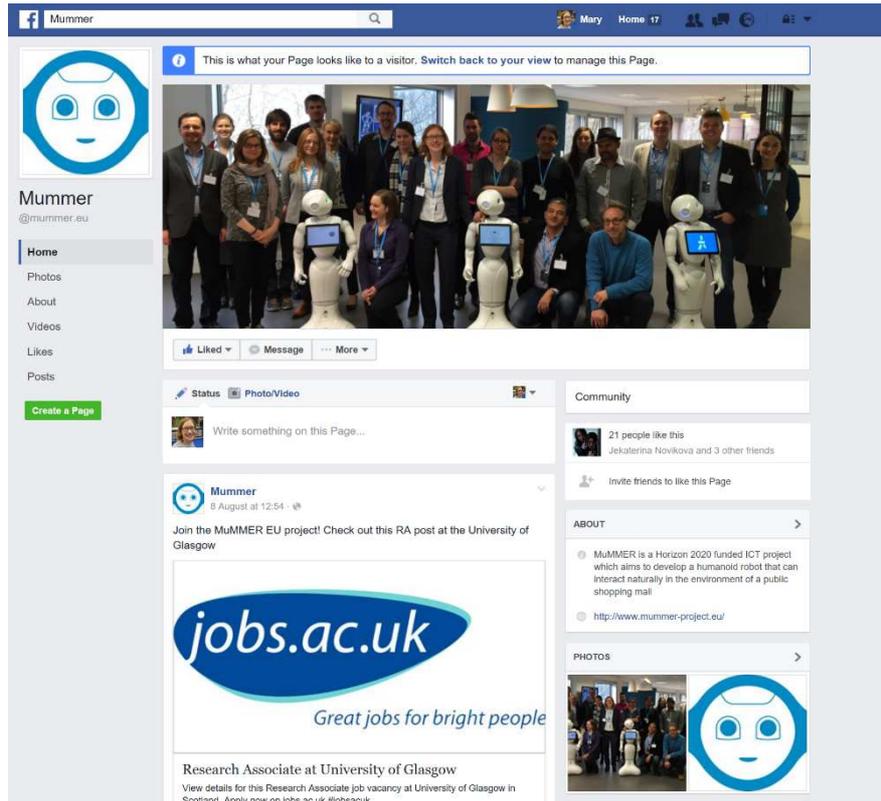
Figure 2: MuMMER Facebook and Twitter pages

2 Results

2.1 Website

Google Analytics tracking was enabled on the MuMMER website on 9 August 2016. In Figure 3, we present an overview of the analytics collected up to 22 August 2016. Despite the short time frame, we can see that the website has had 88 visits from 66 distinct users, primarily from the United Kingdom but also from a range of other countries in Europe, Asia, and North America. We will continue to monitor the analytics data as the project progresses to assess the success of the website as a dissemination channel.

2.2 Social media

As the MuMMER Facebook and Twitter accounts were activated in August 2016, the following analytics data is also preliminary. Figure 4 shows the Facebook analytics data as of 22 August, while Figure 5 summarises the Twitter analytics data as of the same date. These numbers confirm that the social media pages are also attracting a moderate amount of attention; and as the number of project outputs increase, we anticipate that the social media presence of the project will increase accordingly.

3 Outputs and Future Directions

As the project progresses, we will continue a regular schedule of posting news items and project outputs on the website, and to disseminate our results through our social media channels, and will monitor the various analytics sites to measure the success of the dissemination.

4 Deviations

In the Grant Agreement, we also proposed creating a project page on LinkedIn. At the current early stage of the project, we did not feel LinkedIn was a relevant dissemination channel; however, we will revisit this decision as the project progresses and create a presence on any other social media platforms as appropriate. This may include LinkedIn, YouTube, and any other channels.

In the initial proposal, we also proposed to use the MuMMER project website as a platform for internal data exchange via restricted access. We will instead use other platforms for this which are more suitable for the exchange of data: namely, the project Github server and OwnCloud space. More details of these platforms are provided in Deliverables 6.1 and 8.2, respectively.
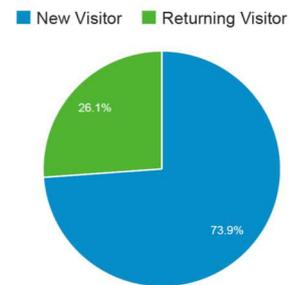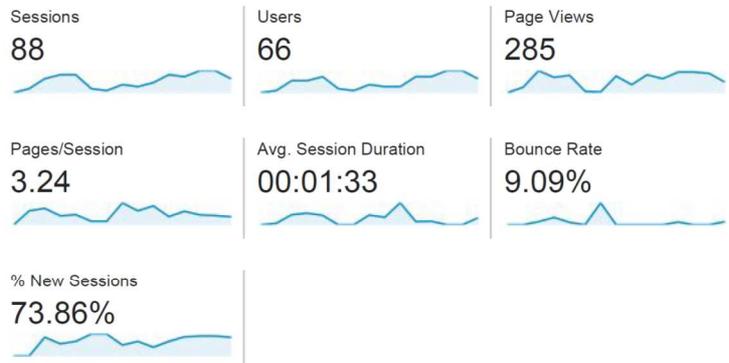
Figure 3: MuMMER website analytics
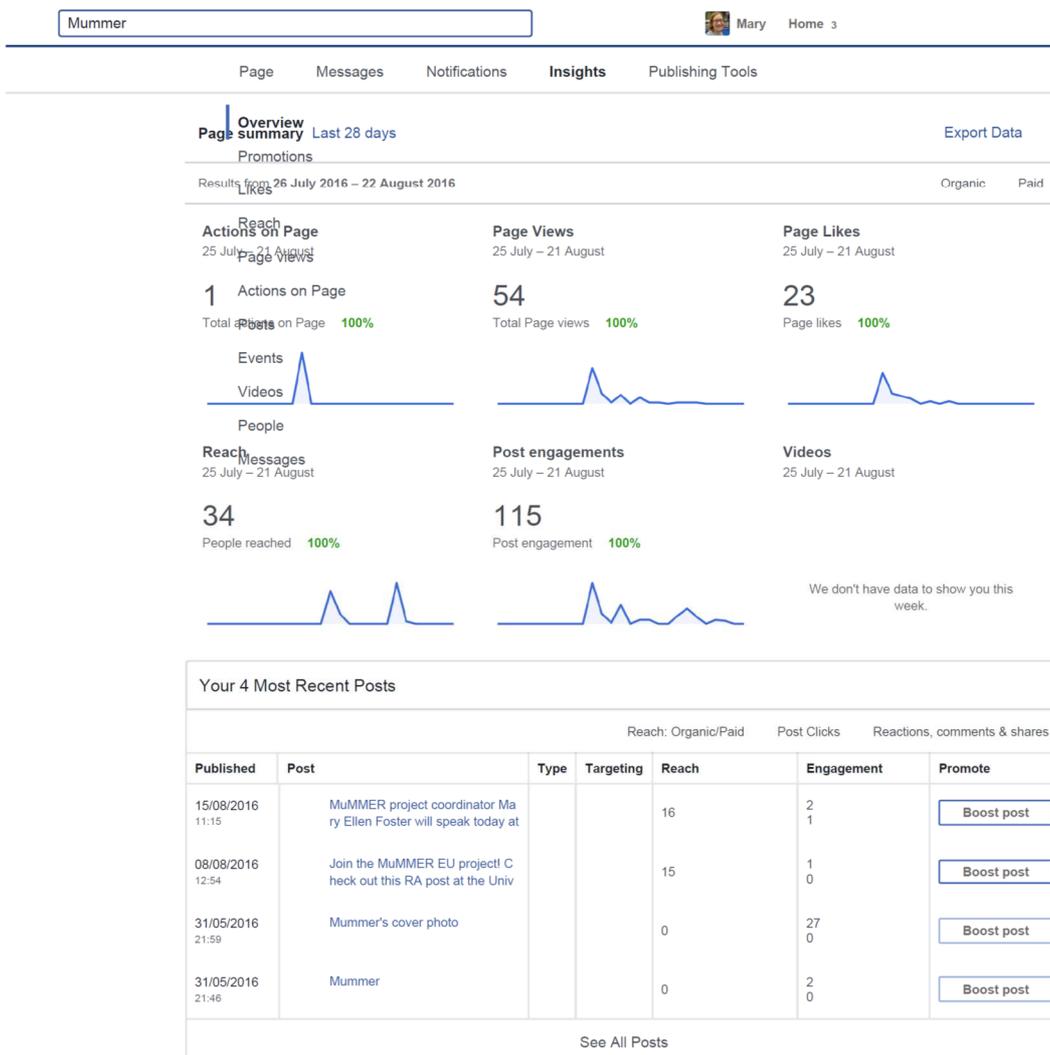
Figure 4: MuMMER Facebook analytics
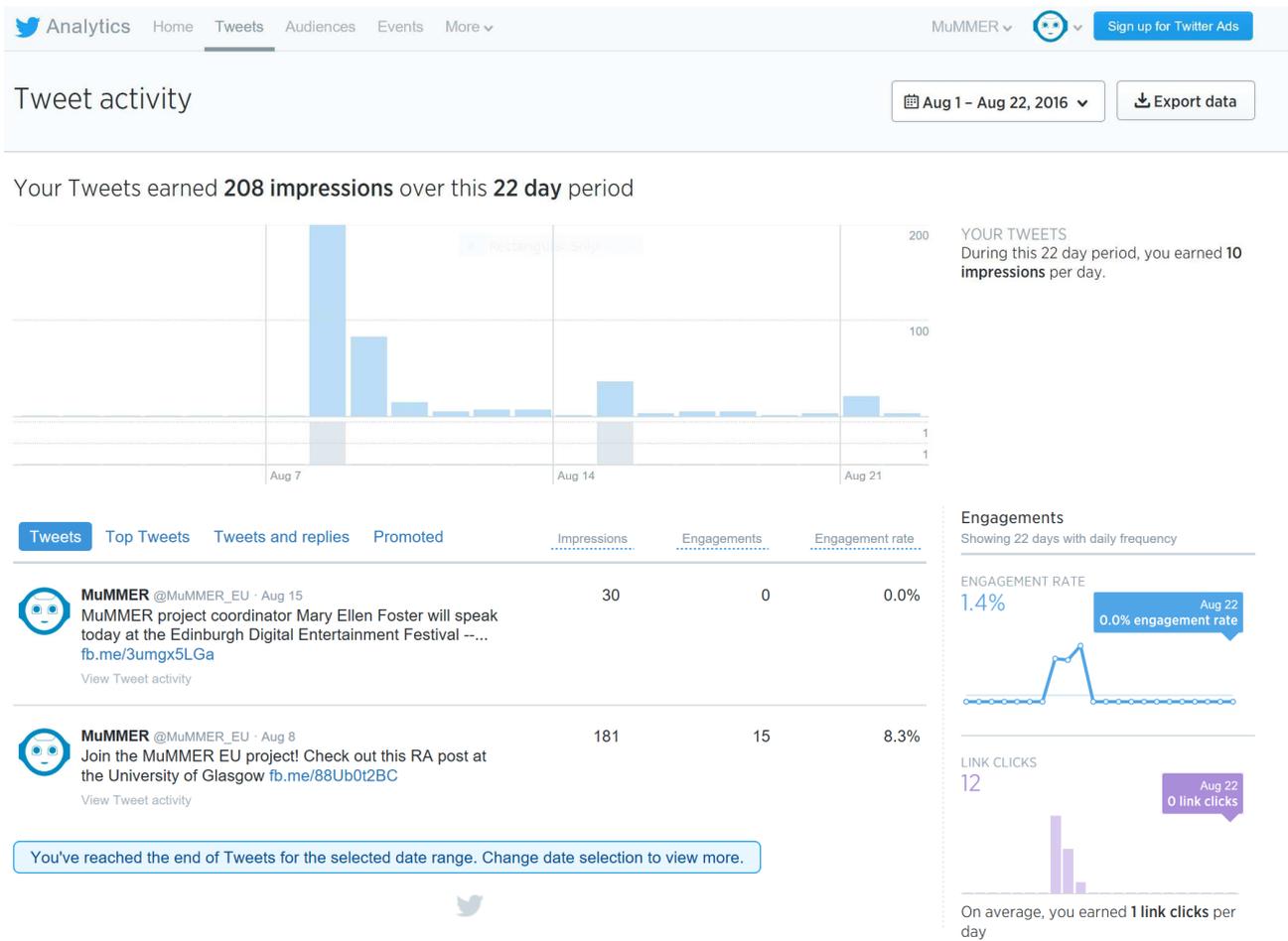
Figure 5: MuMMER Twitter analytics