D9.2 -

VISUAL IDENTITY, WEBSITE AND SOCIAL MEDIA PRESENCE

ISOLA

Deliverable Information

Work Package: WP9

Deliverable Number: D9.2

Date of Issue: 15/01/21

Version Number: 1.2

Nature of Deliverable: Report

Dissemination Level: PU

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Keywords: website, twitter, facebook, linkedin, youtube, facebook, communication

Abstract: To show how each communication channel will be used to communicate information from the ISOLA project consortium to the public.

Document History			
Date	**Version**	**Stage – remarks**	**Contributors**
01/12/20	1.0	ToC	Sebastian Simonsen (PRO)
02/12/20	1.1	First draft of the doc	Sebastian Simonsen (PRO)
15/01/21	1.2	Final version of the doc	Sebastian Simonsen (PRO)

Executive Summary

This document reports the visual identity and digital communication channels connecting the ISOLA project to the public. They are split between using existing social media platforms and a newly formed public project website. The website will hold project and event information while the social media platforms will promote related consortium member activities increasing the exposure of the ISOLA project. The social media platforms have access to a large audience and will promote project information dissemination.

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List of Acronyms

Acronym	Meaning
URL	Uniform Resource Locator

Table 1. List of acronyms.

1 Introduction

The visual identity of the ISOLA project represents the different forms of communication through media the consortium and its partners will use. Each platform used to communicate to the public is outlined showing how they are navigated and what information will be displayed for communication.

The URLs of each ISOLA platform are as follows:

- Website, https://isola-project.eu/
- Facebook, https://www.facebook.com/isolaprojectH2020
- LinkedIn, https://www.linkedin.com/in/isola-project-5689661ba/
- Twitter, https://twitter.com/IsolaProject
- YouTube, https://www.youtube.com/channel/UCo3Mx5KfR06TDYaX1_M-kaA

The logo for the ISOLA project:

Figure 1. ISOLA project logo.

2 Social Media

2.1 LinkedIn

The professional connection social media LinkedIn shares information related to the ISOLA project amongst professionals. This platform allows discussion surrounding the topics shared by the consortium.

The main page (Figure 2) shows the ISOLA logo and about section describing the purpose and the source of the project. The members (Figure 3) of the consortium LinkedIn pages are found in the Interests section connecting the public to the consortium. The consortium will

post articles, events, photos and videos the ISOLA page can share them promoting each partner. In similar function the ISOLA page can post (Figure 4) updates to the project's progress or any events.
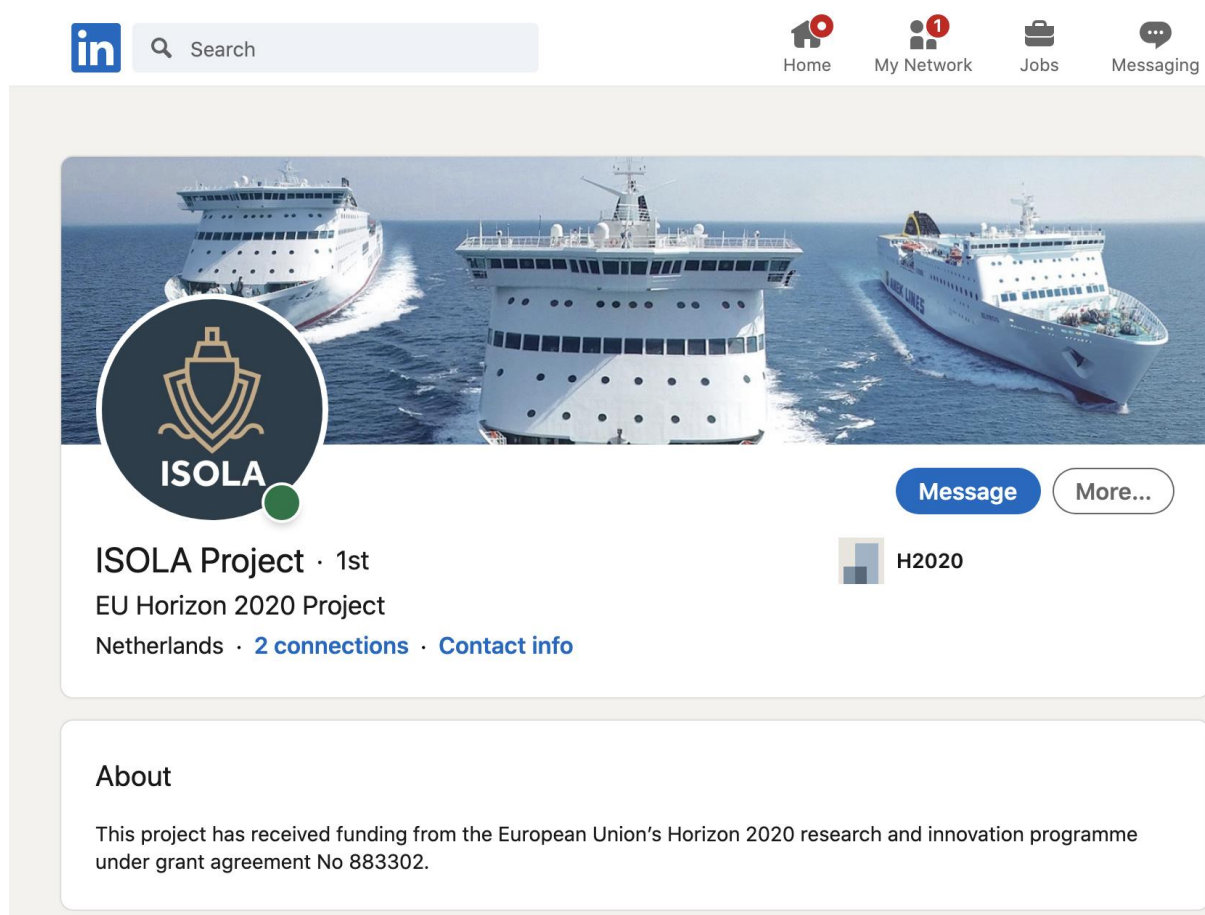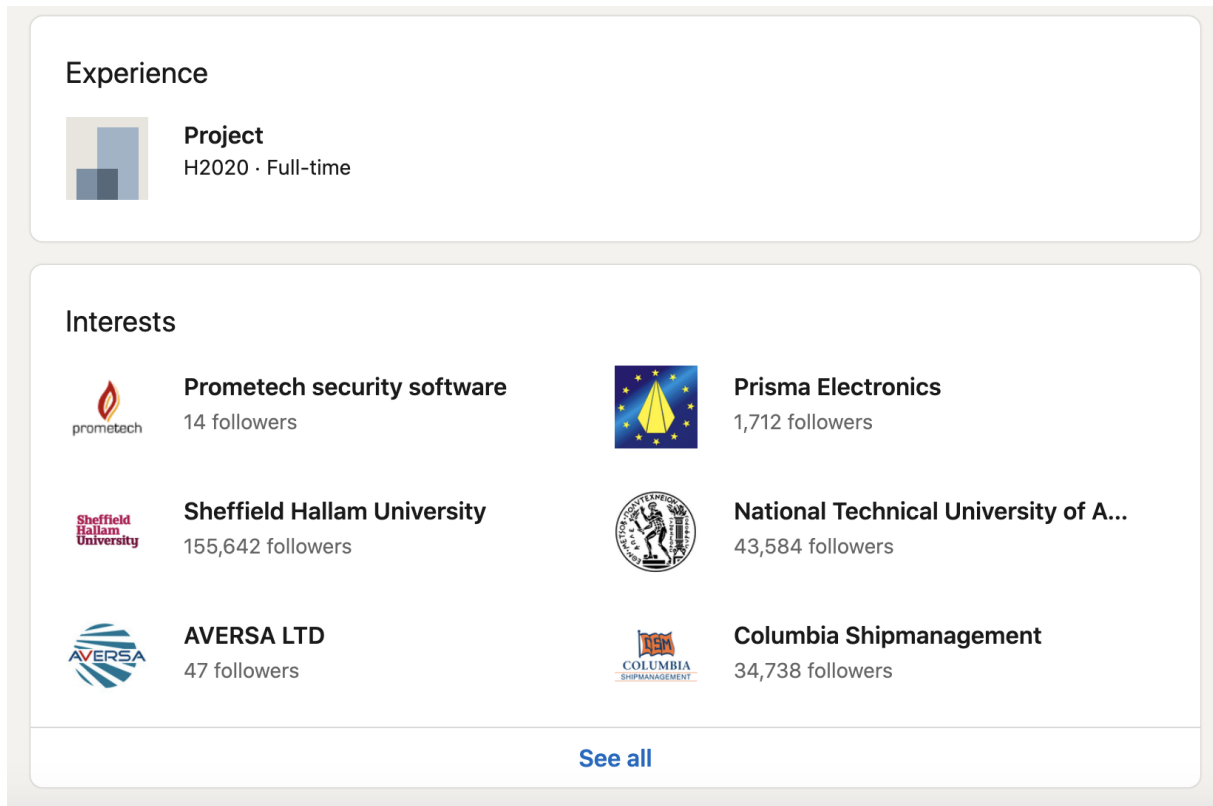

Figure 2. LinkedIn main page.
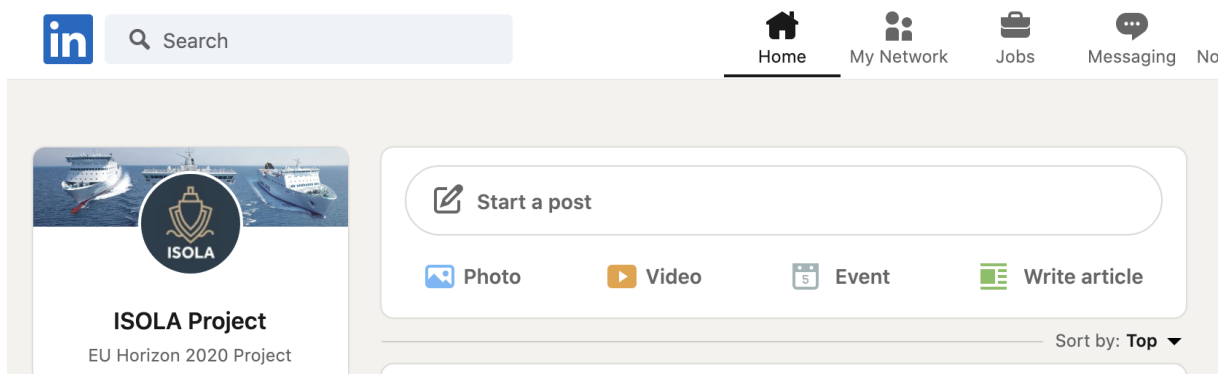
Figure 3. LinkedIn interests page.

Figure 4. LinkedIn posting.

2.2 Twitter

This section for Twitter describes how the consortium will use this social media platform to increase the communication between the partners and the public. Twitter allows partners to share news, events and other visual media regarding the topics covered in the ISOLA project. The ISOLA project Twitter profile (Figure 5.) shows the project logo and a brief

description of the project source. Posting a tweet (Figure 6.) on the profile will communicate to the page followers the project update.

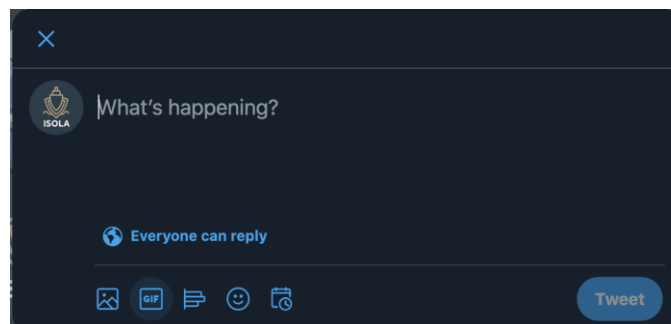**Figure 5.** Twitter profile page.

Figure 6. Twitter posting.

2.3 Facebook

The ISOLA project Facebook page (Figure 7.) can share media and project updates. A community of followers will be built to increase project exposure to the public. Blog posts will be shared via the Facebook page (Figure 8.) to host discussion between the partners and the public.
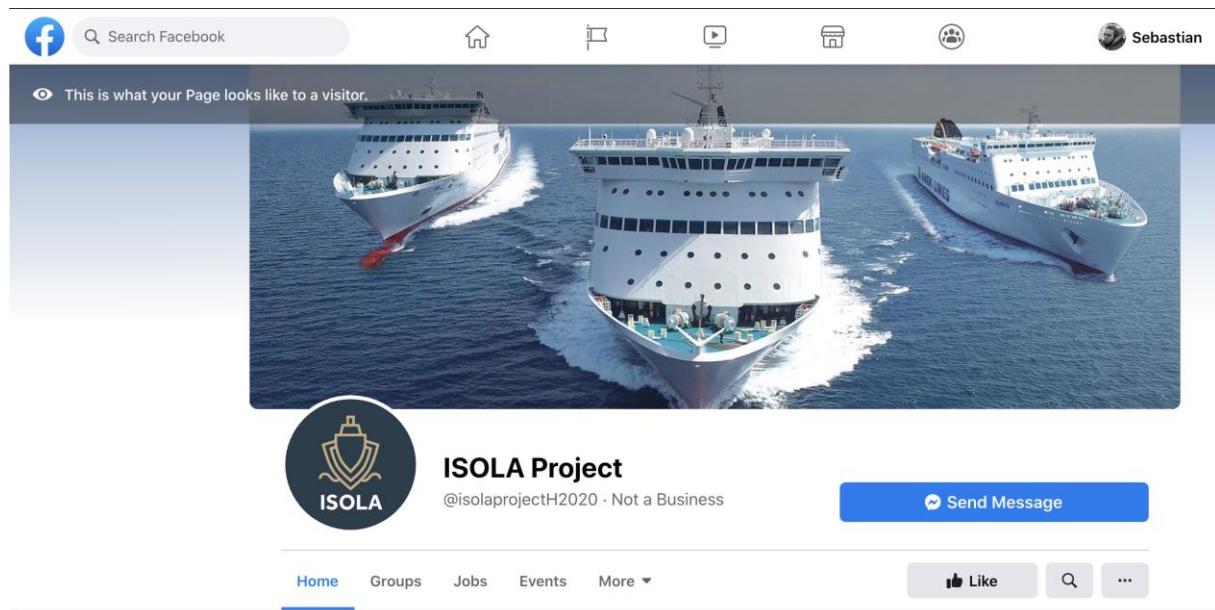
Figure 7. Facebook page banner.
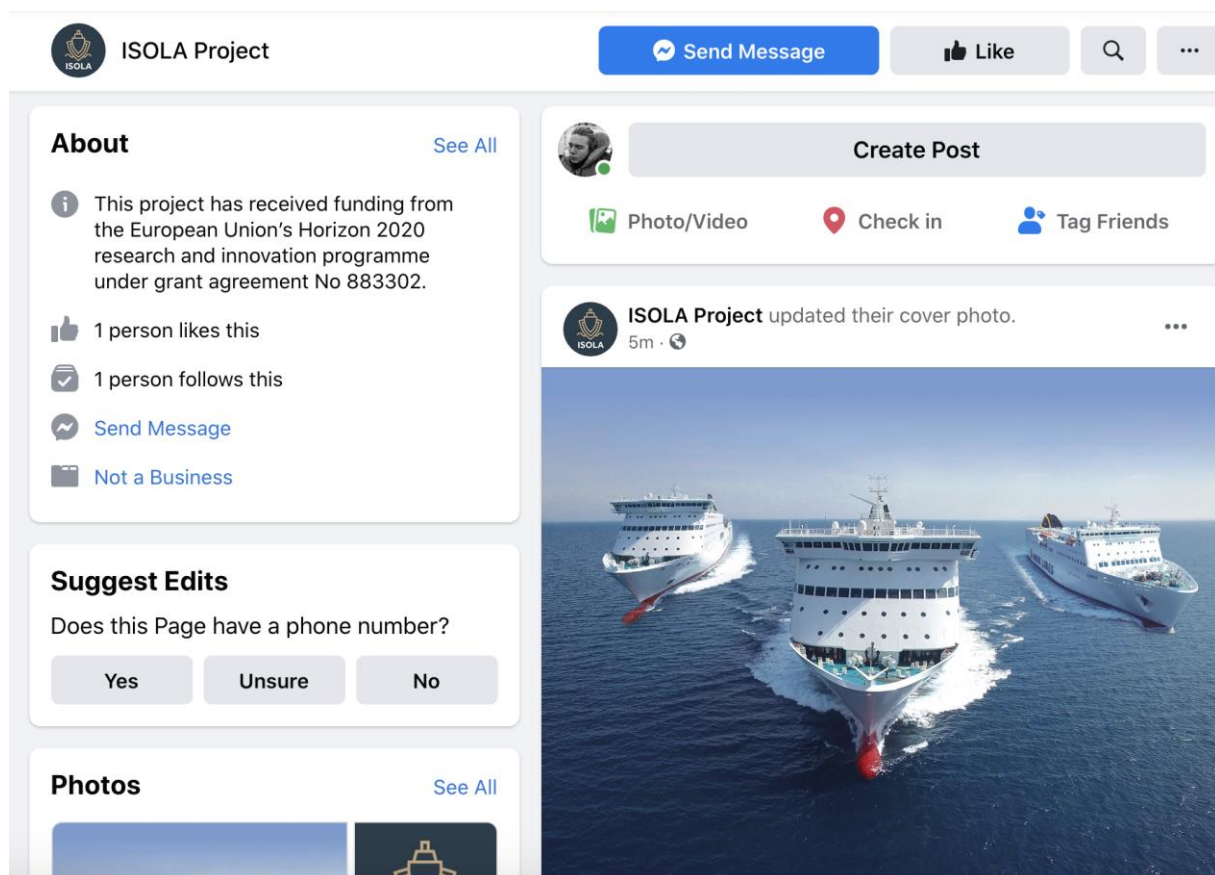
Figure 8. Facebook about section and posting.

2.4 YouTube

For video media content the ISOLA project has a YouTube channel (Figure 9.) that will host the media to be distributed on the platform as well as linked to the other social media platforms. The About page (Figure 10.) gives the source of the project funding.
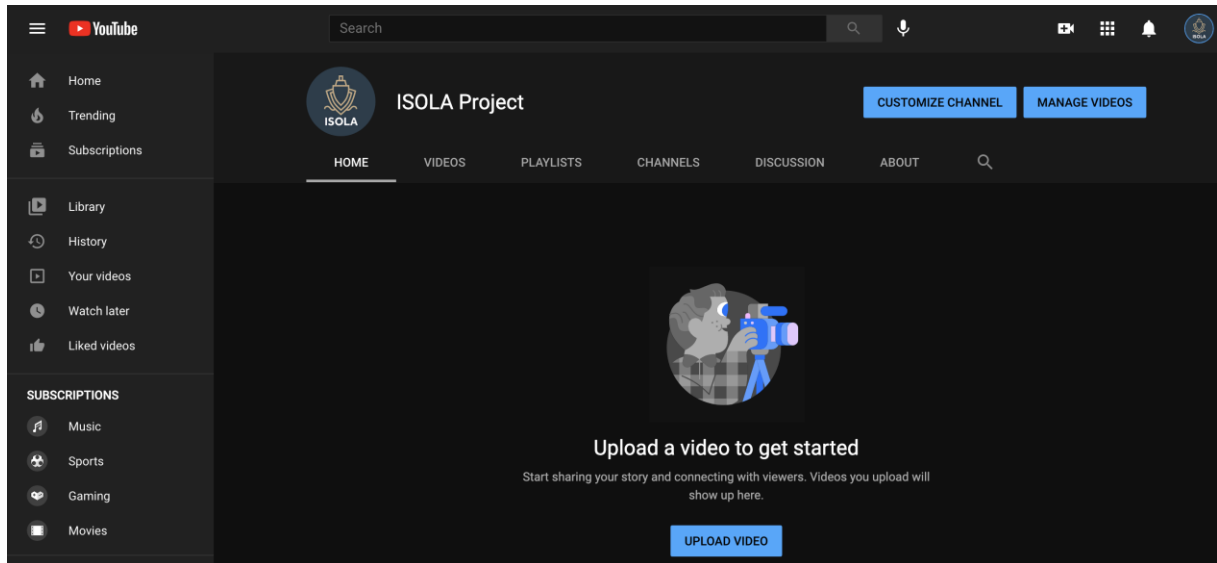

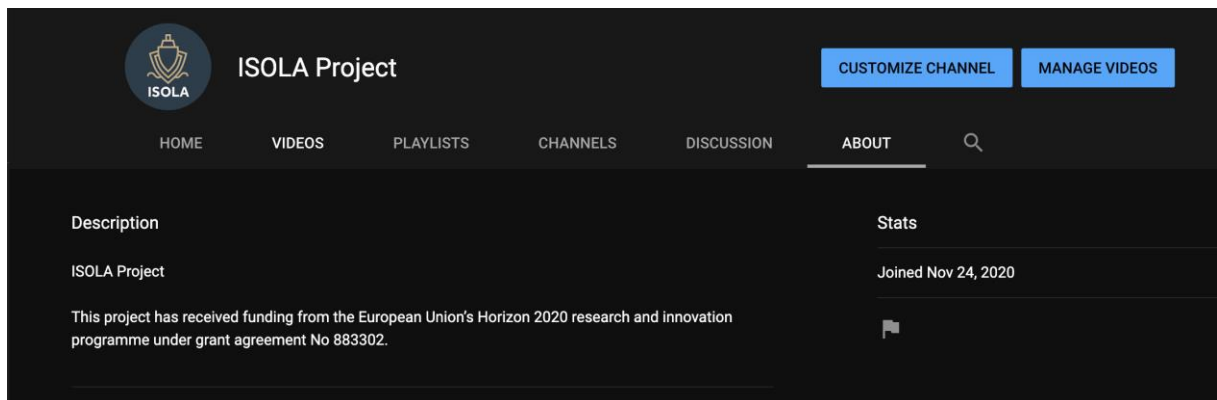**Figure 9.** YouTube home page.

Figure 10. YouTube about page.

3   Public ISOLA Website

This topic holds the most comprehensive information regarding the ISOLA project status, structure and objectives. The website (isola-project.eu) will be a central hub of information for people interested in learning about the project.

3.1   About ISOLA

The home page of the ISOLA website gives an overview (Figure 11.) of the project and the consortium. The timeline of the project and its dissemination goals (Figure 12.) are found below the description. The footer (Figure 13.) of the website holds the EU Horizon 2020 grant agreement and an entry for the newsletter mailing list.
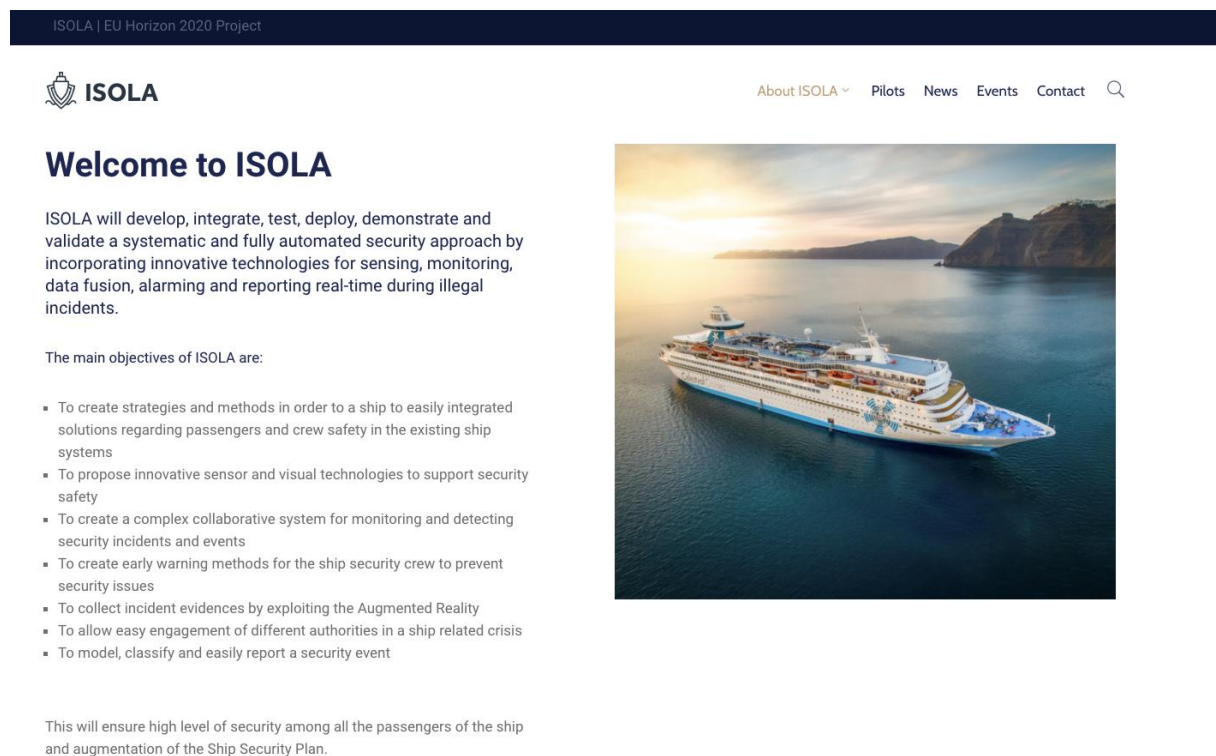

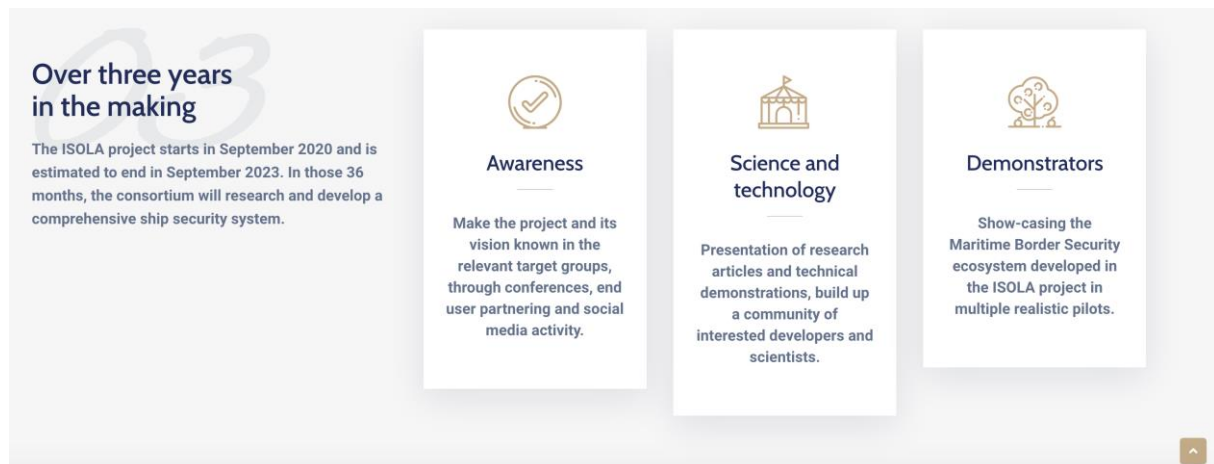**Figure 11.** ISOLA website home page.
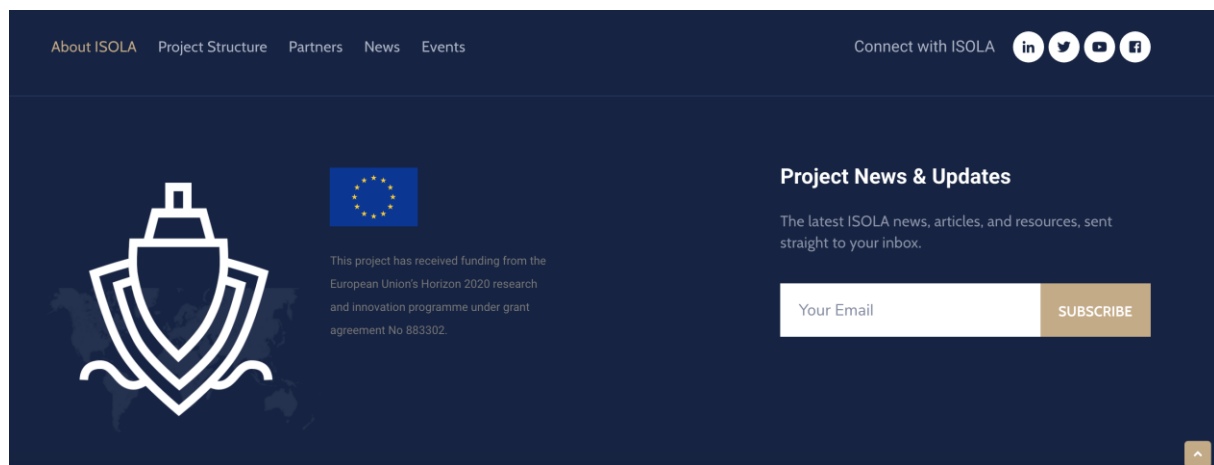
Figure 12. ISOLA website goals.

Figure 13. ISOLA website footer.

3.2 Project Structure

This page (Figure 14.) has each work package description.

Figure 14. ISOLA website project structure page.

3.3 Results

The Results page holds the schedule of the deliverables (Figure 15.) and their submittal status. The public deliverables will be hosted here for download. Publications resulting from the ISOLA project will be referenced in the Results page.
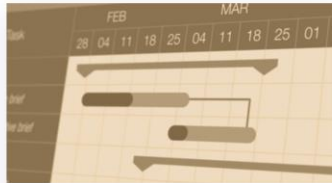
NUMBER	NAME	DIS. LEVEL	DUE DATE	STATUS
D1.1	Project management and quality assurance plan	Public	30/11/2020	
D1.7	Project collaboration tools	Public	30/11/2020	
D9.1	Plan for communication and dissemination	Public	30/11/2020	
D9.2	Visual identity, website and social media presence	Public	30/11/2020	
D1.2	Self-assessment & data management plan v1	Public	28/02/2021	
D2.1	Use cases prescription	EU Restricted	28/02/2021	
D2.2	CONOPS for security operation on passenger ships v1	EU Restricted	30/04/2021	
D7.1	Technical requirements and platform development roadmap	EU Restricted	30/04/2021	
D2.3	User requirements and security environment report v1	EU Restricted	30/06/2021	
D7.2	ISOLA system architecture definition	EU Restricted	31/08/2021	

Figure 15. ISOLA website project structure page.

3.4 Partners

The Partners page introduces the consortium partners (Figure 17.) to the public. The advisory board (Figure 18.) and their credentials are shared.

Figure 16. ISOLA website partners header.

Partners

Figure 17. ISOLA website partners page.

Meet the Advisory Board

Advisory board

Dr.-Ing. Jürgen Moßgraber

Sifis Papageorgiou

Ioannis Zikas

The advisory board is composed of high-profile experts coming from industry and academia in relevant scientific fields with those ones of the proposal. They will act as consultants on scientific, technical and exploitation issues, follow up the development of research tasks and the production of different outputs and deliverables, and act as prominent dissemination figures of the intermediate results of the project.

Figure 18. ISOLA website advisory board section.

3.5 News

The News holds the current events of the project and its status (Figure 19.).
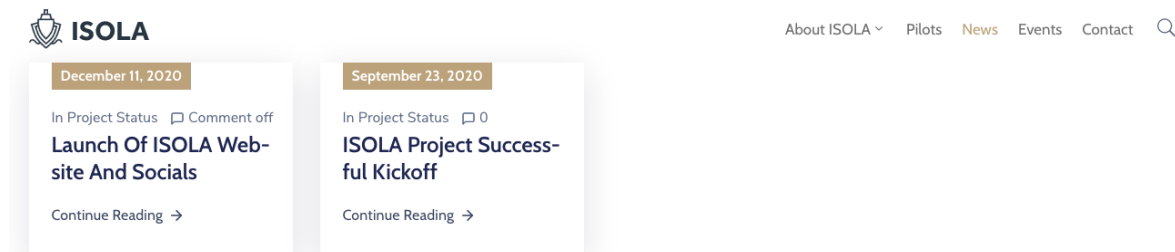

Figure 19. ISOLA website upcoming events.

3.6 Events

This page (Figure 20.) advertises the events within the ISOLA project as well as external events related to ISOLA topics. Events held or attended by consortium partners relating to ISOLA can be advertised here to grow the network of the project. In person and teleconference symposiums, teleconferences, pilots and meetings will be listed as they are scheduled.

Figure 20. ISOLA website upcoming events.

3.7 Contact

The Contact page allows visitors of the website to contact the ISOLA project consortium. The details of the project coordinator and scientific & technical manager are listed (Figure 21.).

Figure 21. ISOLA website contact page.

References

ISOLA project website, https://isola-project.eu/
ISOLA project Facebook page, https://www.facebook.com/isolaprojectH2020
ISOLA project LinkedIn page, https://www.linkedin.com/in/isola-project-5689661ba/
ISOLA project Twitter profile, https://twitter.com/IsolaProject
ISOLA project YouTube channel, https://www.youtube.com/channel/UCo3Mx5KfR06TDYaX1_M-kaA