EMBEDDIA

Cross-Lingual Embeddings for Less-Represented Languages in European News Media

D7.1: Project website and social media accounts (T7.1)

Executive summary

This document details the steps made in the first three months of the EMBEDDIA project to set up channels for external communication, public outreach and enhancement of impact: the public project website and social media accounts. The website (http://www.embeddia.eu) was established, which will function both as a project dissemination tool and for providing access to the technical outcomes produced by the project. Social media accounts/pages on relevant social networks were created and will be administered to function as public dissemination, outreach and communication tools.

Partner in charge: QMUL

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PU	Public	PU
PP	Restricted to other programme participants (including the Commission Services)	-
RE	Restricted to a group specified by the Consortium (including the Commission Services)	-
CO	Confidential, only for members of the Consortium (including the Commission Services)	-

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The EMBEDDIA Consortium partner responsible for this deliverable has addressed all comments received. Changes to this document are detailed in the change log table below.

Change log

Date	Version number	Editor	Summary of changes made
21/03/2019	v1.0	Matthew Purver (QMUL)	Draft report
22/03/2019	v1.1	Senja Pollak (JSI)	Adding text
23/03/2019	v1.2	Marko Milosavljević (UL-SOC)	Review
23/03/2019	v1.3	Marko Robnik-Šikonja (UL-CS)	Checked, no changes made
28/03/2019	final	Nada Lavrač (JSI)	Quality checked and finalised
29/03/2019	submitted	Tina Anžič (JSI)	Report submitted

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1   Introduction

This document details the steps made in the first three months of the EMBEDDIA project to set up channels for external communication, public outreach and enhancement of impact.

2   Project website

The project website can be found at http://embeddia.eu. The website will function both as a tool for general project publicity, outreach and dissemination, and also for providing access to the technical outcomes produced by the project.

The website is hosted at JSI and the content is managed via a Wordpress installation. Editing rights for the content are reserved for project members and currently granted to the Project Coordinator, the Dissemination and Communication Manager and the Data Manager via individual password-protected accounts. It is planned that the content will be managed by the Dissemination and Communication Manager.

2.1   External pages

The public website structure is expected to change as the project progresses but currently consists of five sections: a home page giving an overview of the project; a Partners page listing the project partners; an Events page intended for details of public workshops, hackathons and other outreach events; an Outputs page intended for listing and linking to project publications, deliverables, datasets and other outputs; a Media page to list and link to material in public media concerning the project; and a Links page to publicise other related H2020 projects.

A News Feed is also available and displayed on the sidebar of every page; its content is easily edited via Wordpress's Posts function. This will be used to give announcements of new outputs and media mentions, and will be coordinated with the social media accounts (see below).

2.2   Internal pages

Part of the website is designated for internal communication only, and is password-protected to prevent public access. This internal pages section is detailed in the project-internal Deliverable D8.2.

3   Social media accounts

To enhance project outreach and public dissemination of results we have set up social media accounts on the Facebook and Twitter networks. The publication of content on these will be managed by the Dissemination and Communication Manager. All accounts have been initialised with the project's official logo (see Deliverable D8.2) and links to the website (see above). Content, specifically produced for these social media, will be distributed through these platforms, including photos and videos, statements and quotes from relevant stakeholders/partners, links to related works and publications, and other relevant material, aimed at spreading the awareness of the project, its processes, results and different interactions.

3.1 Facebook page

The project has a Facebook page (http://facebook.com/embeddia). This will be used to publicise news from the project blog and material about the project in external public media. Facebook will be used according to profit from its advantages, nature of communication and specific audiences.

3.2 Twitter feed

The project has a Twitter account (http://twitter.com/embeddiaproject). This will be used to publicise project news and media releases as per the Facebook page above, and also to link to related stories in the media and outputs from other related projects. While Facebook is generally more popular social media platform with wider reach and numberr of users, Twitter is disproportionately more popular among professsionals, media and PR stakeholders, policy and politics agents and within similar opinion-making circles. To this end, the EMBEDDIA Twitter profile/account will be used particularly to communicate about the project and related topics with these specific audiences.

4 Conclusions and further work

In further work we will keep updating the web site in order to accurately reflect the project's technical advances and to accurately serve as a dissemination window to the interested public. We will also ensure that the Facebook and Twitter social media channels are accurately used to promote the project results.