



WEBSITE AND SOCIAL NETWORKS PROFILES

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Abstract

This report shows how the SEPHY project exploits the capabilities of the modern information technologies to promote and disseminate the activities of the consortium.

¹ Dissemination level: **PU** = Public; **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).

² Nature of deliverable: **R** = Report; **P** = Prototype; **D** = Demonstrator; **O** = Other



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List of Acronyms

ACRONYM	MEANING
SEPHY	Space Ethernet PHY

Table 1 – List of acronyms

Executive Summary

This document shall give testimony of the efforts done for creating the SEPHY website, as well as the social network profiles set up during the first three months of the project.

1 Introduction

To further develop a corporate visual identity for the SEPHY project, a website together with social network profiles have been launched in month three. This corporate visuals aim at strengthening the visibility and recognisability of the SEPHY consortium: its values, ambitions, characteristics and development.

2 Website

The project website has been designed to provide a user-friendly and informative environment. It is based on the Moto CMS (formerly known as FlashMoto CMS) Content Management System. This website builder has been selected due to its simplicity, as it offers a pre-design solution where there is no need of programming knowledge in order to manage the website.

The colors used for the development of the SEPHY website are the same as those from the logo (see Figure 1): blue - RGB: 6, 115, 185 - and standard black and white. This should preserve the project identity, since a homogeneous style is ensured in all SEPHY-related dissemination and communication instruments.

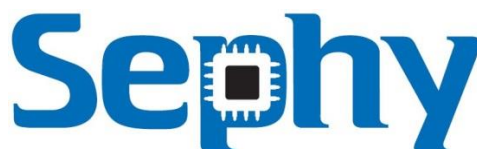


Figure 1. Official SEPHY logo

The website has been adapted to divide the site into an open area for the general public and a restricted area for the project partners.

In the public area (see Figure 2.), the website is composed of five sections:

1. *About*: Encompassing SEPHY's mission, motivation and objectives. Besides this, it also offers a survey on the project's technical approach.
2. *News*: It's in charge of announcing the physical meetings to come, as well as those that have just passed. It also provides all press-related information and planned dissemination events. A leaflet with an overview of the project is available for download.
3. *Publications & Deliverables*: This section offers the possibility to download all public deliverables up to date. Moreover, it offers all publications that are linked to the SEPHY project.
4. *Partners*: The partner companies are presented with their respective logos and the names of the persons involved in the project. SEPHY is linked to the partner's website.

5. *Contact us:* If a webpage visitor has any project related question, or wishes to provide some feedback, it is possible to contact the project coordinator with the information provided in this section.

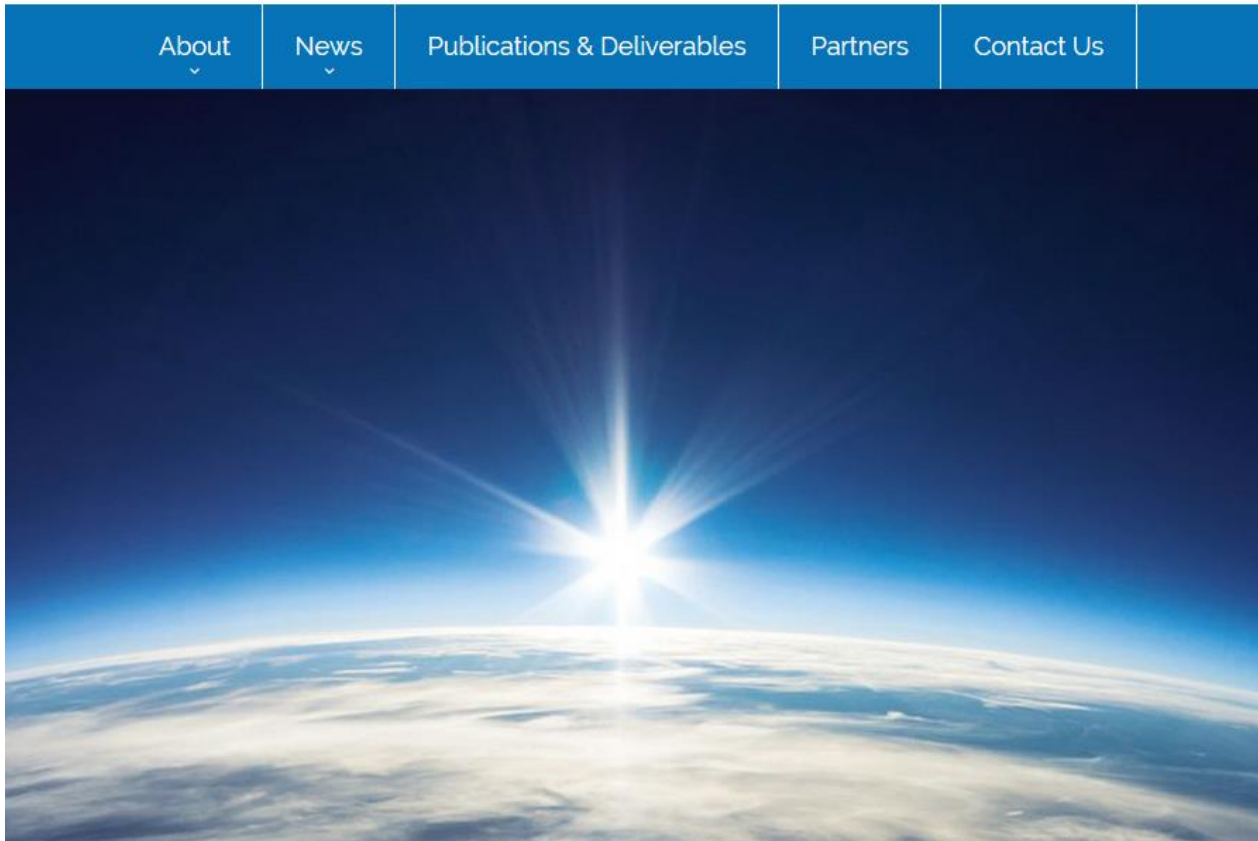


Figure 2. Website Home page seen from a standard desktop

The restricted area in Figure 3. is protected with a password, and it has been developed to encourage the communication between the partners of the consortium. The goal here is to be able to upload and download files, as a mean to share all internal information available

only with the involved partners. Such documents could be, for instance: restricted or confidential deliverables, reports, publications, technical documentation and source codes.

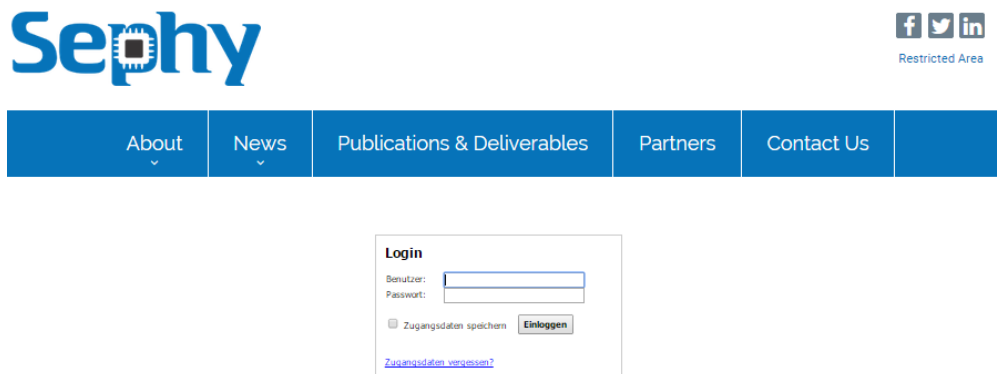


Figure 3. Restricted area at the webpage - Available only for partners of the Consortium.

The website keeps at the bottom of each page links redirecting to the disclaimer, the legal notice, the privacy policy and the feedback site. The website can be best viewed with a standard desktop web browser (see Figure 2.) as well as on a smart phone (see Figure 4.) and will be kept online throughout the whole project period and a few years afterwards.

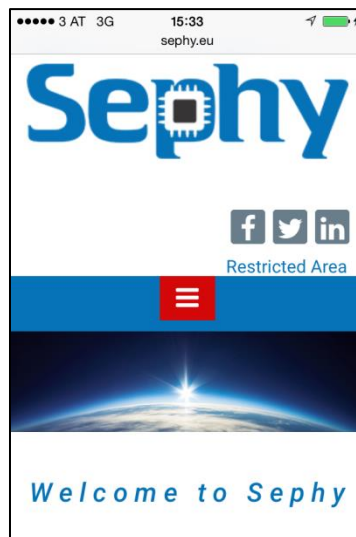


Figure 4. Website Home page seen from a mobile device

The website will be managed by one of the SEPHY partners on a regular basis³. This includes the execution of important updates done by developers or new releases of the Content Management System.

The official SEPHY project website is available under the following link: www.sephy.eu.

³ The SEPHY Website is operated by TTTech Computertechnik AG.

3 Social networks profiles

Social media have changed the way people communicate today, as it is no longer a one-way direction communication. Social media enables the users to share their ideas in a more interactive way and to connect with other people that are also part of these networks.

In order to reach a broad target group, the social networks *Twitter*⁴ and *LinkedIn*⁵ are used to raise awareness of project specific news, results/accomplishments and in order to foster cooperation activities. The official SEPHY logo has been placed in both social networks as the profile picture, such that people can recognize the project in the virtual world.

LinkedIn is a business-oriented social networking service, which allows for the creation of groups according to a person’s interests. Within the SEPHY group “H2020 SEPHY friends”, a discussion area moderated by the group owner will allow interested, connected parties to easily discuss relevant topics. The SEPHY group will also keep their members informed by means of regular updates emails.

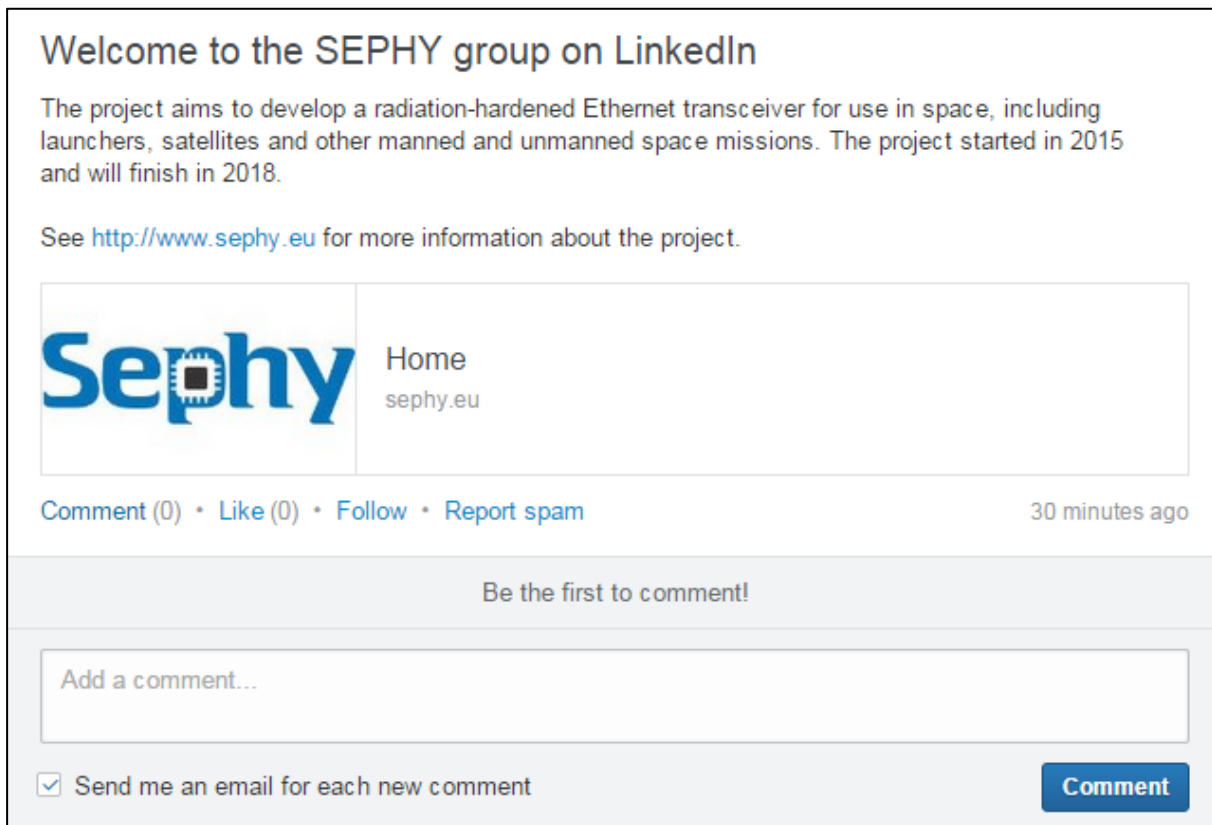


Figure 5. SEPHY group created on LinkedIn

⁴ <https://twitter.com/>

⁵ <https://www.linkedin.com/>

Twitter is a micro-blogging social media service. It is not only a service that allows users to connect with their “followers”, namely, those people who signed up to follow a user’s updates; but it gives users the possibility to interact with each other on the basis of topics and themes they are interested in. The SEPHY project can be found on *Twitter* under the name “SEPHY_H2020”.

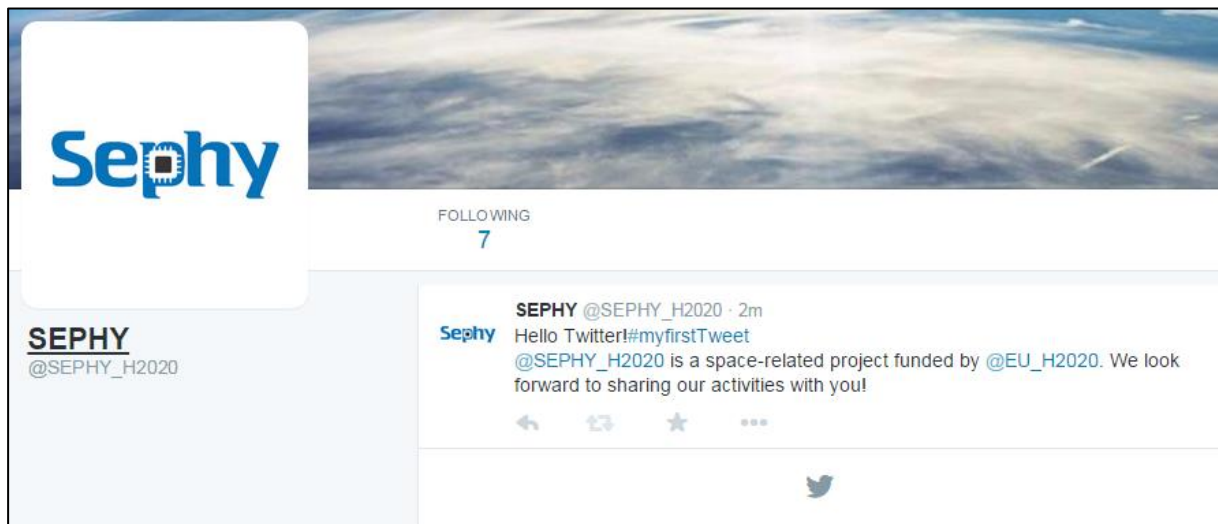


Figure 6. SEPHY account on Twitter

We expect that this platform becomes a very powerful resource for increasing the impact of the SEPHY project findings, as:

- The more popular we are, the more likely SEPHY is to find support in reaching out to the media, policy makers, and scientific experts in the field of space,
- During the course of the project, we will promote knowledge and awareness of the project results by tweeting specific content and topics
- We will be able to reach journalists and bloggers as additional multipliers who have the means to spread the word about SEPHY progress, findings, conclusions, next steps, and public deliverables.