ECLIPSE
ECL-based Infectious Pathogen (bio)Sensor

Deliverable 7.1: Website establishment with social network coverage

Deliverable information	
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Deliverable reviews	-

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Deliverable description

Website establishment with social network coverage: the website will be set up and used as a communication tool between the partners and as a platform for communicating to international stakeholders and civil society and disseminating project results. Additional channels, that will include the most popular social media will be also activated.

The ECLIPSE Website

The project website is the core public communication channel and share point of the project, as it enables all the stakeholders and the general public to readily follow the development of the project. The project website is intended to serve as the main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. It will be constantly updated with videos, pictures, informative texts and public deliverables as soon as they become available.
The website provides a subscription form to the ECLIPSE newsletter: this provides the opportunity for visitors to stay up to date on the latest news and developments of the project.

The website has been implemented using WordPress and is hosted and maintained by the project coordinator, UNIBO. The website can be accessed at **www.eclipse-project.eu.** The website was developed using the style and colours deriving from the project logo as it was the first step towards a homogenous visual identity. The logo was agreed upon by the ECLIPSE consortium and the primary colours of that the logo and website are based on blue (Figure 1 below presents an overview of the current homepage).
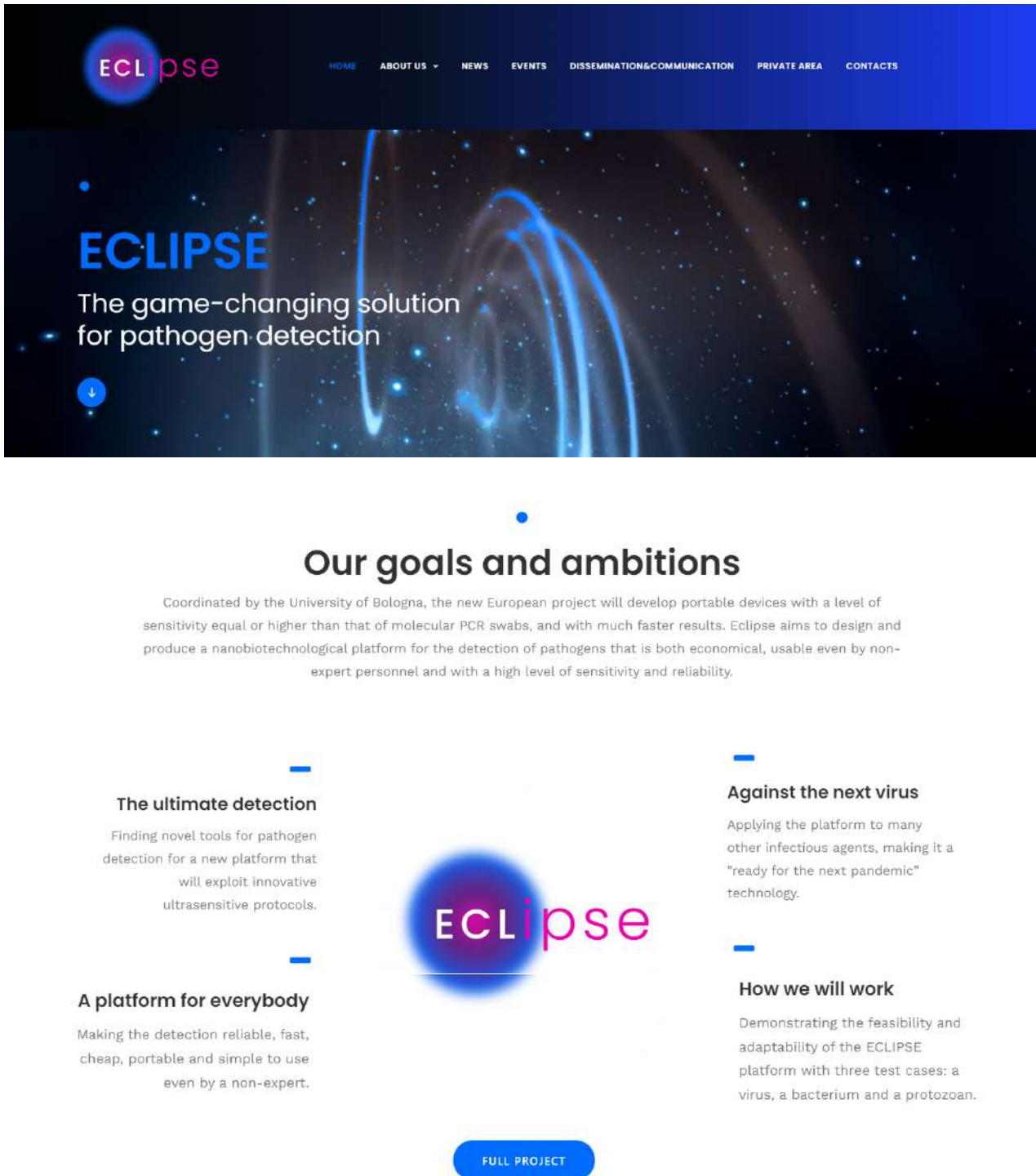
Figure 1: The homepage of the ECLIPSE website

Structure and content

The preliminary structure of the website has been arranged as follows, but please notice that the content of the website will be constantly updated, and the structure may be modified to better respond to the communication requirements of the outputs reached and the needs emerging among the partners.

• **Home:** This is the landing page when visiting the website. It provides an overview of the key features of the project and includes the latest news and highlights from the project. The homepage works as a scrollable site map and encompasses the subpages that contain the most important content of the website whether via the menu or as part of interacting with the homepage content. The main menu is replicated on every page together with the footer of the website: users can click on the logo to access the homepage.

• **About us:** This section offers information about the project abstract, background and its objectives and provides an overview of the project partners.

– *Partners*: this section provides an overview of the project partners, represented visually by their organisation's logo, link to their website and a brief description is provided for each of them (figure 2). An additional section will be devoted to the advisory board.

– *Deliverables*: Public deliverables make up all results and outputs ECLIPSE will provide to society. These documents will be accessible online or can be downloaded in PDF format.

• **News:** Project results, outputs, publications, events and actions are being announced on the newsroom of the website. Relevant information about other related projects will also be featured on this section, as well as every event or action consortium partners organize or attend. All partners will be requested to deliver content for this section of the website, providing communication partners with information about their participation in dissemination events, or whatever activity that is worth being published as a news item.
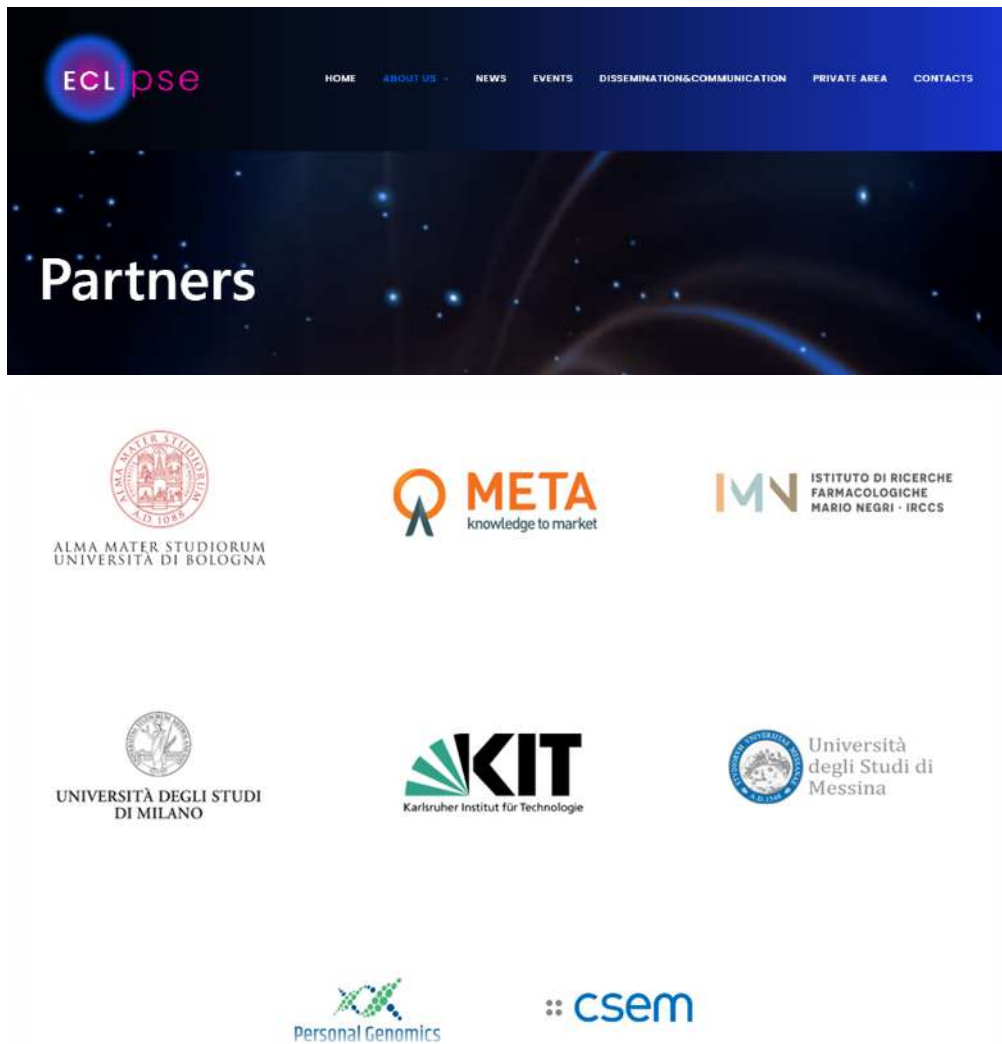
Figure 2: The partners page of the ECLIPSE website

● **Events:** events and actions are being announced on this section of the website. Relevant information about other related projects will also be featured, as well as every event or action consortium partners organize or attend. All partners will be requested to deliver content for this section of the website, providing communication partners with information about their participation in dissemination events, or whatever activity that is worth being published as a news item.

Dissemination & Communication: this will be the repository for communication and dissemination materials, such as videos, leaflet, etc. These materials will be available to be visualized or to be downloadable, when pertinent. They will be derived from the knowledge and the results obtained throughout the project, and produced in order to

provide users with a more friendly set of resources other than the official reports. Some of them will be addressed for the general public while some others will be of a higher technical level; the latter will be produced for dissemination purposes, and they will have additional information, useful for any potential user of the project's results.

• **Private Area:** this is a private (restricted) area that is available on the SharePoint platform of the project coordinator University of Bologna. This drive can be accessed through the login button situated in the website's top menu bar. This area is only accessible for partners of the ECLIPSE consortium. All project partners were given access by the coordinator to this area. The intranet acts as a tool and platform for internal communication, sharing of minutes from project meetings, data, documents, drafts etc. and for depositing of final deliverables (public and confidential). This private area helps to keep the files confidential and stored in one safe location. It also provides basic information on the project, pictures and templates.

• **Contacts:** a section with precise contact information is provided. It will allow any interested visitor to easily interact with the consortium.

• **Newsletter:** this final section provides contacts to engage with the project.

• **Footer:** EU flag and information about the funding received from Horizon Europe EIC Pathfinder Open programme (Figure 3).
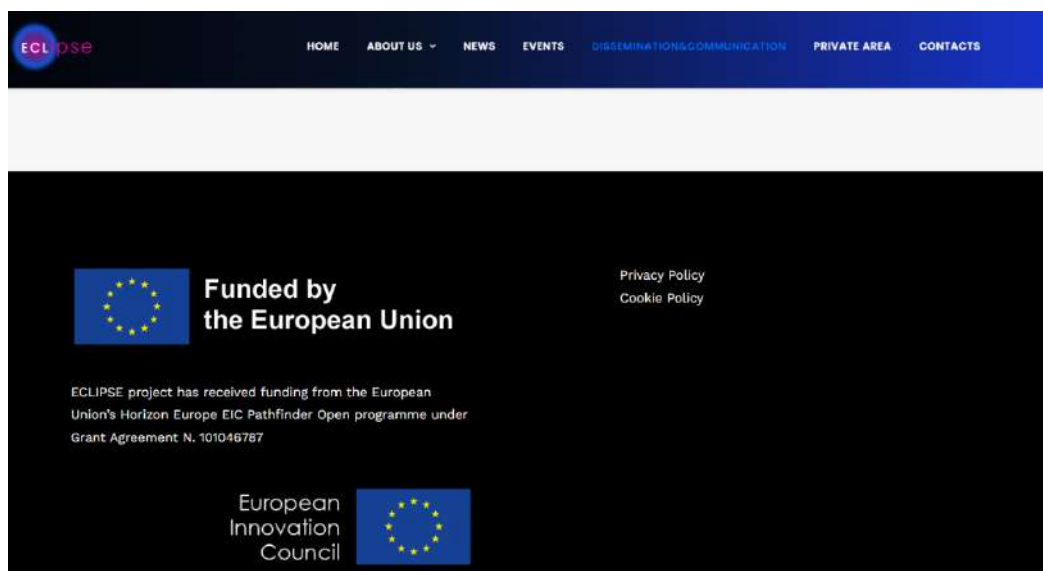

Figure 3: ECLIPSE website footer

Social Network Coverage

Complementing the ECLIPSE website, the project has also established a presence on social networks, such as:

Twitter   https://twitter.com/ECLipse_eic

LinkedIn https://www.linkedin.com/in/eclipse-eic-930199243/

It is expected that this channel will represent an important component of the communication and dissemination strategy of the project. From the beginning of the project social media accounts have been established and all partners have been invited to follow them, as well as to retweet or resend the messages that are published on them. The creation of LinkedIn and Twitter profiles will expand the outreach of the project, enabling thus to communicate the key project results to specific target groups and to readily react to comments and questions from the audience.
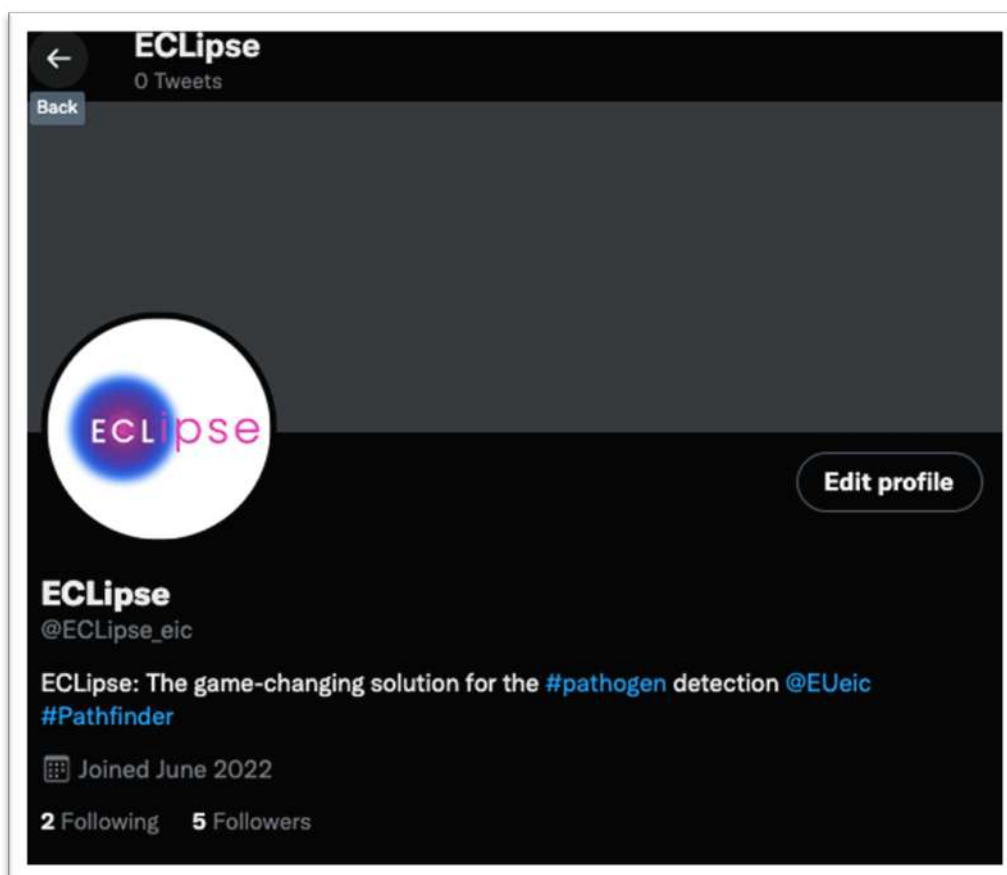

Figure 4: ECLIPSE Twitter account

An active attitude will be upheld on the social media channels (LinkedIn and Twitter), not only feeding it regularly with ECLIPSE news, possibly but not exclusively collected from the partners, catchy data on the situation and objectives, but also retweeting and commenting partners' and other stakeholders' messages and any interesting messages related to the project topic.

For the choice of content on the project social networks, all consortium members will be able to propose content to be published: it will be necessary to upload it in the private area dedicated to the project (SharePoint – https://liveunibo.sharepoint.com/sites/ECLIPSE2) in order to share it with the other partners and then allow the University of Bologna team (deliverable leader) to publish it on the social pages.

Another habit when feeding the social media accounts will be to broadly use the trending hashtags linked with the topics addressed by the project.

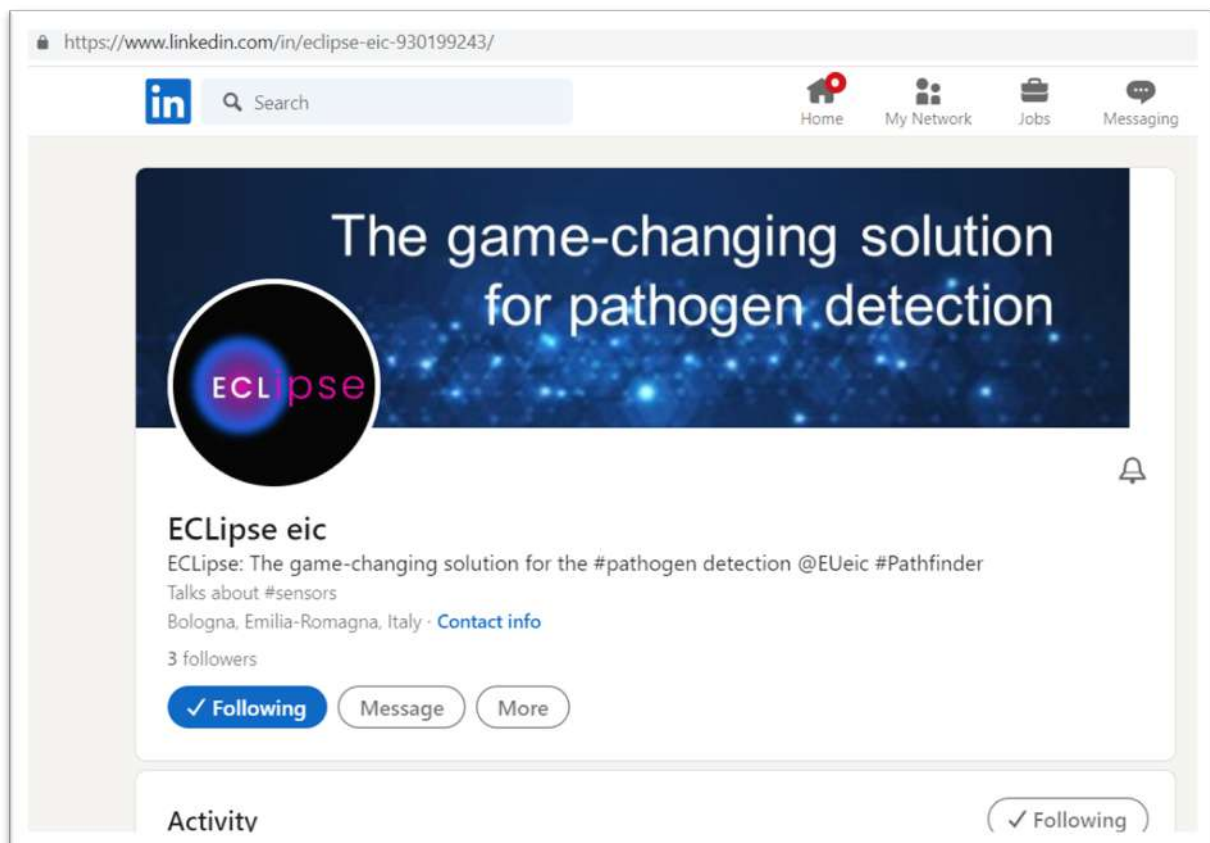Following the European Commission recommendations, #EUeic, #eicPathfinder hashtag will be added to the tweets, and @EUeic will be tagged in them.

Figure 5: ECLIPSE LinkedIn account