

DEVOTES



www.devotes-project.eu

Development of innovative tools for understanding
marine biodiversity and assessing good environmental status

Milestone 31. DEVOTES e-media tools available on internet platforms and social networks

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Introduction

The purpose of this report is to provide a documentation for the DEVOTES e-media tools available on the web on 31st October 2013 (M12), as reported in the Description of Work (Milestone 31 - MS31). The dissemination actions reported here complement the work done in the context of the Deliverable 7.1, *Website homepage with restricted area for WP8 project administration*, and the other ongoing activities that will be reported in the forthcoming Deliverables (D7.3) *Applications for smartphones and tablets of DEVOTES promotional Material* M36; (D7.4) *Report on regional workshops* M40; D7.5 *Video movie on the outputs of DEVOTES* M46; D7.2 *Devotes E-Newsletter* M48; D7.6 *Manuscript of book on results of DEVOTES project* M48) and Milestones of the WP7.

The structure of this report is as follows: in Section 1 we describe the status of the different dissemination channels and e-media tools available on the web; in Section 2 we summarize the Analytic tools used for measuring the efficiency of all DEVOTES e-media channels.

1. E-media tools

1.1. Introduction

The purpose of the dissemination activities is to inform all the scientists, stakeholders, and the general public about the progress and the results of the DEVOTES project, to make them aware of the project, to get their involvement, and let them profit of the project outcomes.

The DEVOTES dissemination activities are organized at two levels, using different channels adopted to spread out the results and the knowledge created in the project:

- internal dissemination (among DEVOTES partners and with the Advisory Board and observers), achieved through the public website, the intranet, the newsletter, the distribution lists, workshops and meetings, training courses. Moreover, the DEVOTES Management Team regularly communicates with the European commission through e-mail;
- external dissemination (actions aiming at ensuring the visibility and awareness in the general public, including scientists, policy- and decision-makers, private companies, etc.), achieved through the following channels: the public website, publications, social media pages (eg. Facebook, Twitter, LinkedIn), the newsletter, brochures, posters, workshops and meetings, training courses.

Both internal and external dissemination activities are strongly oriented to social communication tools, which include the newest media and technologies for communication with the broadest audience possible.

1.1. The DEVOTES website

The DEVOTES website is set up at www.devotes-project.eu since the project's launch (1st November, 2012, as reported in the Deliverable 7.1 "*Website homepage with restricted area for WP8 project administration*") and represents the main communication channel for the project achievements. The website contains information about the partners (location, skills, commitments and level of involvement), management tools and outcomes (templates, deliverables and

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reports) and the dissemination material (newsletter, brochures, posters and news). A screen shot of the DEVOTES home page is presented in Figure 1.



Figure 1. Screen shot of the DEVOTES website home page (www.devotes-project.eu).

1.2. DEVOTES e-media tools and social media presence

To ensure the maximum visibility of the DEVOTES project, a social media presence has been initiated with the purpose of sharing results, news and any other outcome from the activities of the DEVOTES project.

DEVOTES e-media tools aim at:

- sharing information about DEVOTES progress and achievements
- announcing project and scientific events
- sharing information about DEVOTES partners recruitment

Most of these communication channels are subject to analytics (see Section 2).

Links to the e-media tools are available in the DEVOTES home page (Figure 1) and are included in all the other communication channels (newsletter, brochure, poster).

Sharing buttons to most common social media communication channels (e.g. Twitter, Facebook, LinkedIn, Google+) have been integrated on the DEVOTES News pages (Figure 2).



Figure 2. DEVOTES Annual Meeting Announcement - share buttons are shown below the news.

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To facilitate stakeholders' involvement in a two-way conversation, web pages and social media accounts have been created on some generalists and professional dissemination platforms.

1.1.1. Wikipedia (general knowledge)

Available at: https://en.wikipedia.org/wiki/DEVOTES_project (Figure 3).

The page is based on the Wikipedia Research Project template.

The screenshot shows the Wikipedia page for the DEVOTES project. The page is structured as follows:

- Header:** Includes the Wikipedia logo, the article title "DEVOTES project", and navigation links like "Read", "Edit", and "View history".
- Summary:** A paragraph describing the project as an international research project funded by the European Commission, within the Environment (including climate change) Theme of the 7th Framework Programme of the European Union. It mentions the project was launched on 1st November 2012 in Palma de Mallorca (Spain) and will last 4 years (2012-2016).
- Contents:** A table of contents with links to sections: 1 Objectives, 2 Project overview, 3 References, and 4 External links.
- Objectives:** A section explaining the overall goal of DEVOTES is to test indicators proposed by the EC and to develop new ones for the assessment at the species, habitat and ecosystem levels, which will lead to a classification status of marine waters. It also mentions the project's contribution to filling knowledge gaps and existing needs in the assessment of the environmental status, within the Marine Strategy Framework Directive.
- Project overview:** A section detailing the project's objectives and work packages. It lists several work packages (WP1 to WP7) and their specific goals, such as determining the relative contribution of human pressures, developing social-economic implications, testing and developing indicators, creating modeling tools, developing monitoring techniques, and outreach.
- References:** A list of four references related to the project's theme and objectives.
- External links:** A link to the official DEVOTES website.
- Right-hand sidebar:** A detailed information box for the project, including:
 - DEVOTES:** Development of innovative tools for understanding marine biodiversity and assessing good Environmental Status.
 - Keywords:** Marine strategy, ecosystem approach, biodiversity, integrity, indicators, good environmental status, innovative tools, human pressures, climate change, modeling.
 - Funding Agency:** European Union.
 - Project Type:** Collaborative Project.
 - Reference:** FP7-ENV-2012-two-stage ENX-2012.6.2.3: Innovative Tools for Understanding and Assessing Good Environmental Status (GES) of Marine Waters (The Ocean for Tomorrow).
 - Participants:** A list of participating institutions from various countries, including Spain, Norway, Finland, Denmark, United Kingdom, Portugal, Bulgaria, Belgium, Greece, Lithuania, Norway, Italy, Netherlands, Spain, Turkey, France, and Saudi Arabia.
 - Budget:** Total: 12,000,970.10 Euro; Funding: 8,997,884.82 Euro.
 - Duration:** 1-11-2012 - 31-10-2016.
 - Web Site:** <http://www.devotes-project.eu>

Figure 3. Screen shot of the DEVOTES Wikipedia page.

1.2.1. LinkedIn (scientific expertise sharing and consulting)

The DEVOTES Dissemination Team created LinkedIn profile (address: www.linkedin.com/pub/devotes-project/6a/5b2/93a) and a LinkedIn Discussion group to facilitate the sharing of information about DEVOTES topics among members.

The Discussion Group (Figure 4) is available at:

www.linkedin.com/groups/Devotes-Project-4955209/about

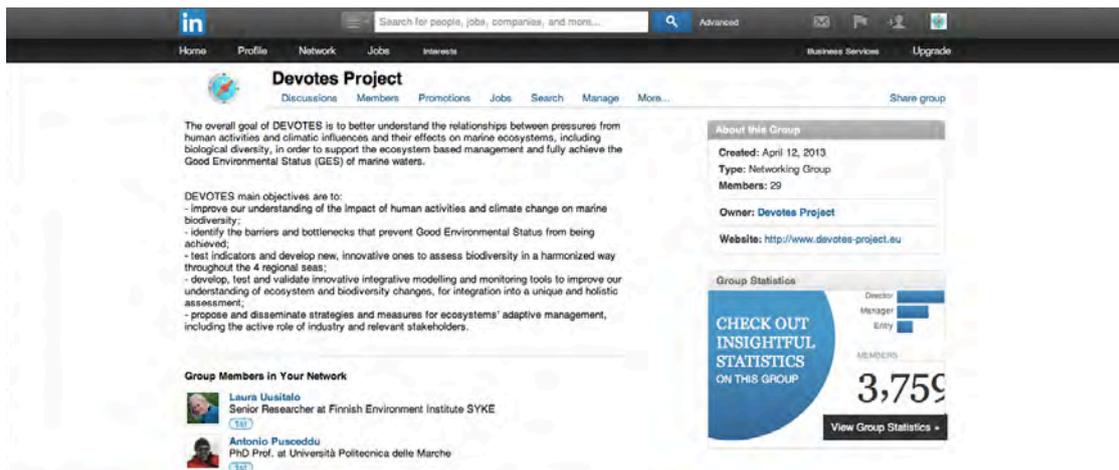


Figure 4. Screenshot of the home page of the DEVOTES LinkedIn Discussion Group.

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1.3.1. Facebook and Twitter (general interest)

Facebook and Twitter are used by the DEVOTES partnership to spread general news about marine science, marine monitoring activities as well as specific news and information about the DEVOTES project.

The DEVOTES Facebook page (Figure 5) is available at the following link
<http://www.facebook.com/Devotesproject>



Figure 5. Screenshot of the DEVOTES Facebook page.

Twitter account (Figure 6) is @DEVOTESproject.



Figure 6. Screenshot of the DEVOTES twitter page.

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1.4.1. YouTube channel (general interest)

An internet video channel (Figure 7), made available on YouTube (www.youtube.com/user/DEVOTESproject), contains videos of research activities and interviews with researchers and DEVOTES partners. The interviews are being collected during the DEVOTES meetings and workshops as well as during training courses.

A video gallery is also available on the DEVOTES website: www.devotes-project.eu/video-gallery/).

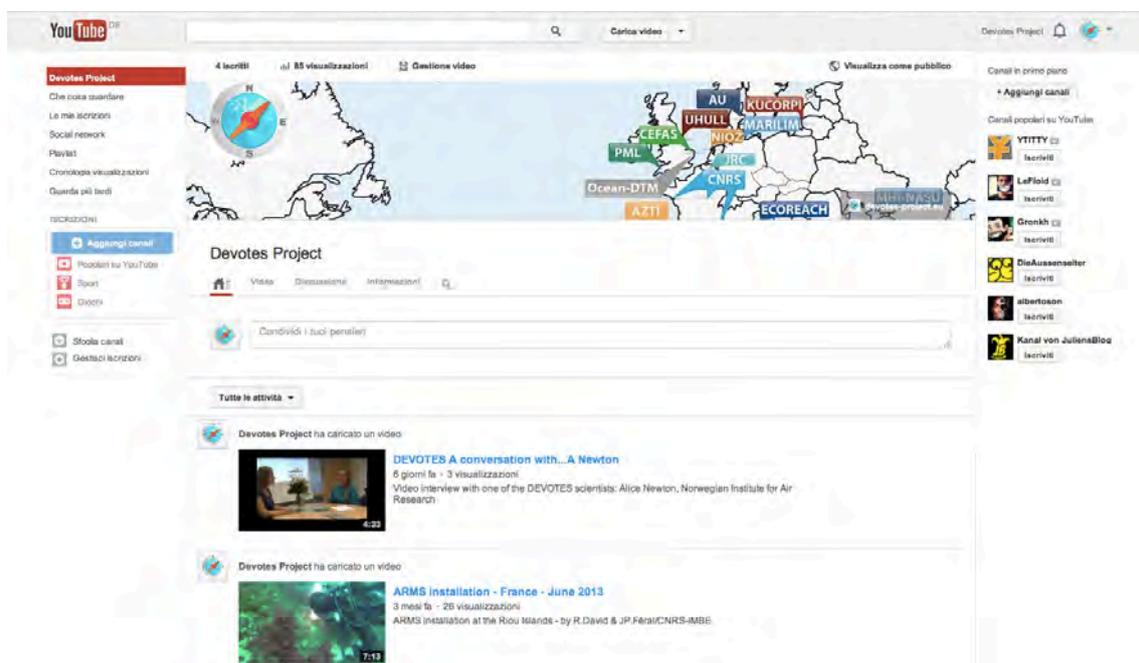


Figure 7. Screenshot of the DEVOTES YouTube channel.

1.5.1. Other dissemination e-media tools

Specific activities and outcomes of the DEVOTES project are being geographically referenced on <http://maps.devotes.eu> (Figure 8) with the support of the partner OceanDTM. This platform is based on an open-source GIS software to create a collection of data to allow users to create their own maps.

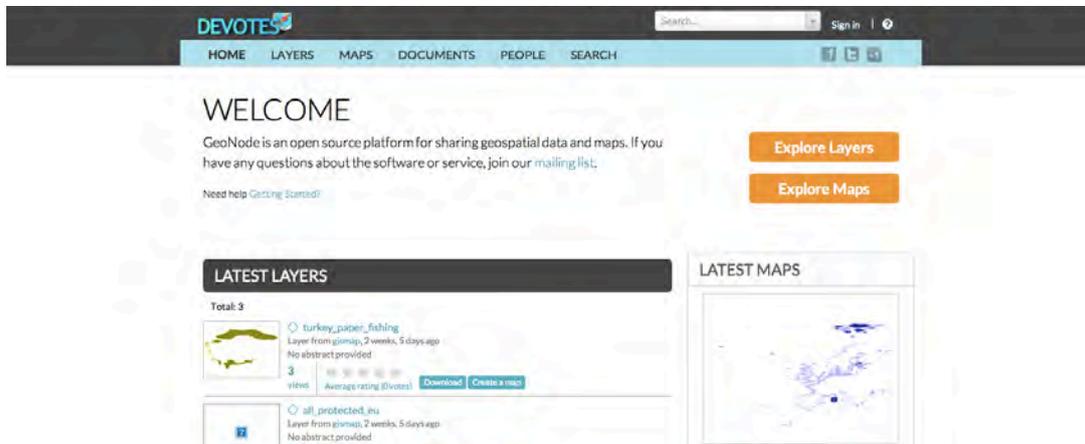


Figure 8. Screenshot of the maps page of DEVOTES.

A dedicated e-media tool for intranet has been also included: the Partners' area is now running on the platform Moodle (Figure 9), a free, open-source PHP web application for producing modular internet-based pages.

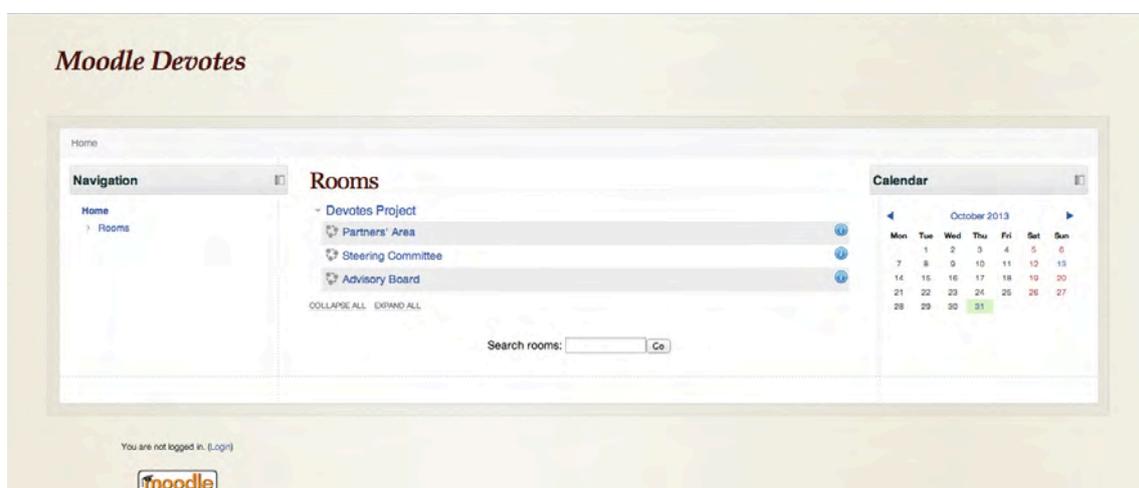


Figure 9. Screenshot of the home page of DEVOTES Partners' Area.

A DEVOTES MailChimp (a free web-based email marketing service provider, to manage contacts, send emails and track results) account has been created to

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send information and newsletter to the different dissemination targets. All the newsletters, as all other dissemination products are uploaded on the DEVOTES website and linked on all the social network pages. Figure 10 (a and b) shows the first newsletter created with MailChimp. The form for the subscription to the newsletter is available here: <http://eepurl.com/zMkb9>

a)



b)



Figure 10. Screenshots of the first issue of the DEVOTES Newsletter: a) online and b) pdf version (May 2013).

The DEVOTES dissemination team created also a first Prezi presentation (Figure 11) on DEVOTES project.

Prezi is an innovative cloud based presentation software, used by students and educators. Prezi presentations are published on Prezi.com website (www.prezi.com), which is publicly viewable.

The Prezi presentation on DEVOTES project is available on Prezi.com (http://prezi.com/wgr9puyogrn2/?utm_campaign=share&utm_medium=copy) and on the DEVOTES website (<http://www.devotes-project.eu/brochures/>).



Figure 11. Screenshot of the first slide of the DEVOTES prezi presentation.

Slide Share account (www.slideshare.net/devotesproject) and Google+ (plus.google.com/104094327712333005031) page have been also created but their use will be decided during the second year of the project.

2. Analytics tools used in the DEVOTES dissemination channels

To evaluate the performance of the dissemination activities on the web, several analytics tool are being monitored. E-media and analytic tools are reported in Table 1. All statistical data are monthly analysed by the DEVOTES Dissemination Team in order to measure the success and usefulness of the e-media tools.

DEVOTES made its social debut in February 2013, using the most popular social platform (Facebook) and joint Twitter in March. DEVOTES continues its efforts in social media engagement (through LinkedIn Discussion group and YouTube Channel, among the others). All the social media pages are regularly updated: posts have being published daily or weekly.

As the project progressed a positive tendency was detected, and more followers(Twitter)/fan(Facebook)/professional-links(LinkedIn) were registered. Also, the traffic on social pages took advantages from other dissemination activities, such as the DEVOTES presence in Conferences (information available here: <http://www.devotes-project.eu/conferences/>) and the newsletter.

Table 1. E-media tools web address and analytic tools used to perform analytics.

E-media tool	Web address	Analytic tool
Facebook	www.facebook.com/Devotesproject	Facebook Analytics
Twitter	https://twitter.com/DEVOTESproject	Twitonomy
LinkedIn Discussion Group	http://www.linkedin.com/groups/Devotes-Project-4955209/about	LinkedIn Analytics
MailChimp - first issue of DEVOTES newsletter	http://us5.campaign-archive1.com/?u=7b7a8fcab4453a6982d9e433f&id=904e8025f3&e=a09f653c6a	Google Analytics

A summary of the analytics for the e-media tools is reported in Figure 12, 13, 14 and 15.

On the day of the submission of this report DEVOTES Facebook page has 71 Likes, DEVOTES LinkedIn Discussion group is composed by 30 members and more than 50 discussions have been started, DEVOTES Twitter account has 54 followers and 108 tweets have been published (26 of them have been retweeted for a total of 44 times).

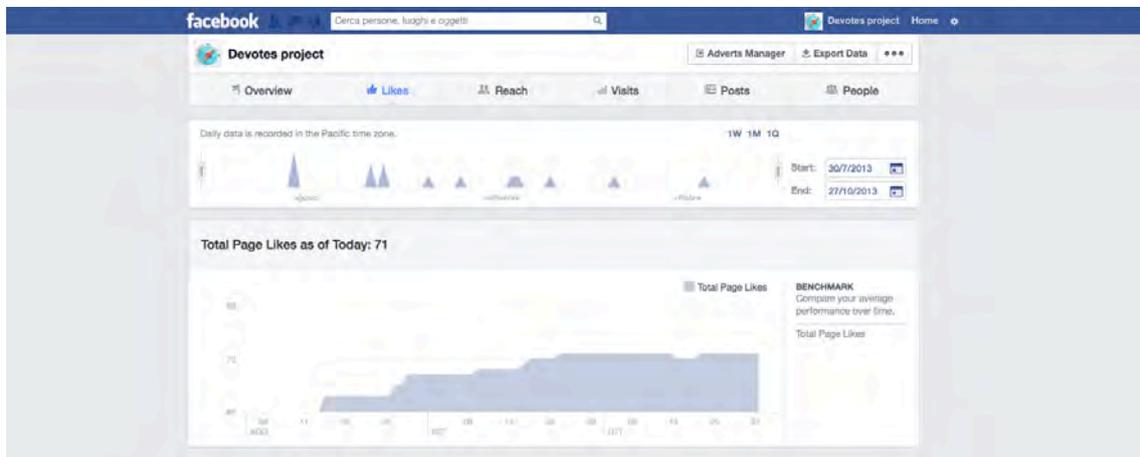


Figure 12. Analytics of the DEVOTES Facebook page (updated on 30th October 2013).

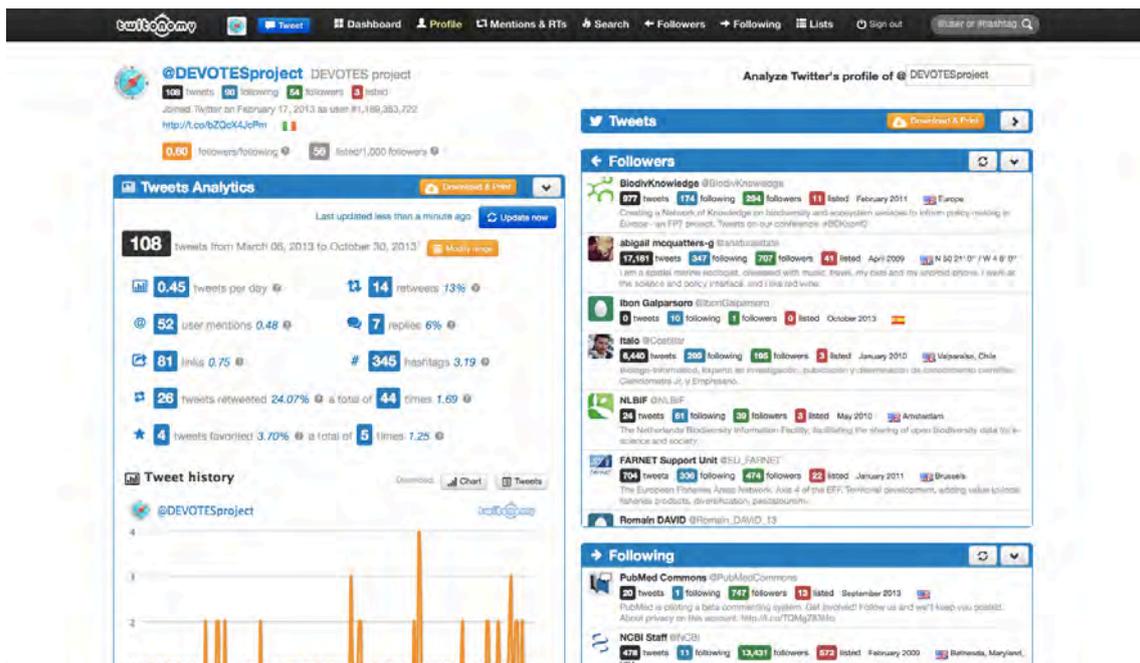


Figure 13. Analytics of the DEVOTES twitter account (updated on 30th October 2013).

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Figure 14. Analytics of the LinkedIn DEVOTES discussion group(updated on 30th October 2013).

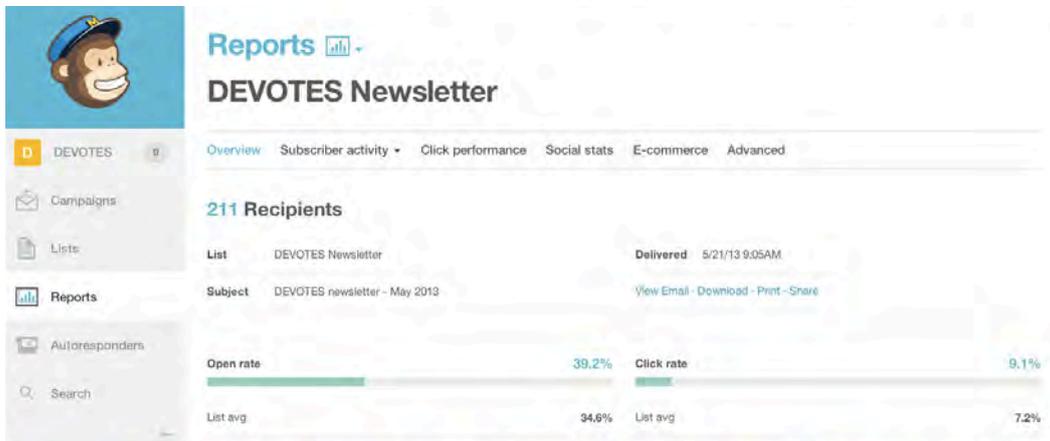


Figure 15. Analytics of first issue of the DEVOTES newsletter (updated on 30th October 2013).