Personalised Medicine by using an Advanced Point-of-Care Tool for Stratified Treatment in High Risk Cardiovascular Patients (Grant Agreement No 101095432)

D10.7 Project website

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1 Executive summary

This document contains a presentation of the project website and the social media platforms chosen for external communication in POCCARDIO. The platforms' target groups and purpose are also touched upon.

Website

The project website was established at the start of the project at the URL https://www.poccardio-project.eu The site is the main communication and dissemination channel and will contain all aspects and results of the project, being an entry point for all identified stakeholders, covering demand actors, clinical actors, technology actors, and research & innovation actors. A mirror site with the URL https://www.poccardio.eu has also been established for future use.

Since a central target group consists of expert medical and clinical actors, the language used on the site is predominantly technical in nature. However, wherever possible, explanatory sections are included to be understandable to the average visitor.

Social media

POCCARDIO uses different social media channels to increase visibility, share knowledge faster, promote results and interact with the public. By using social media, POCCARDIO meets people where they are, thereby gaining important insight, and the project can take advantage of the networking and viral effect, making it possible to increase awareness.

LinkedIn and X (formerly Twitter) accounts have been established at the beginning of the project, targeting the professional community. The LinkedIn page can be found at: https://www.linkedin.com/company/poccardio-project and the X (formerly Twitter) account can be found at: https://twitter.com/PoCCardio.

The project plans to launch YouTube and will also consider Facebook at a later stage, to further target the broader public community and to enforce visibility and collaboration.

2   Introduction

2.1   Purpose, context and scope

The purpose of this document is to give a short description of the online platforms launched by the project at project start, being key communication and dissemination channels for POCCARDIO. They include:

- Project website: https://www.poccardio-project.eu

- LinkedIn: https://www.linkedin.com/company/poccardio-project

- X (formerly Twitter): https://twitter.com/POCCARDIOproject

Additional platforms which are planned for launch at a later stage are also described. They include YouTube, Instagram, and Facebook

Context

This deliverable is an output of WP10 Impact creation, Dissemination, Exploitation in task *T10.6 Communication and Dissemination Strategies and Plans.*

The online media platforms presented in this deliverable are important elements of the communication and dissemination activities in POCCARDIO with the overall aim to create a high level of visibility and maximum impact. The strategy for creating impact through communication and dissemination of POCCARDIO and its results is set out in *D10.6 Communication and Dissemination Strategies and Plan,* which establishes a common ground for sharing and promoting the project and its results in a strategic way to clearly defined target groups and through relevant channels.

Together with other central tools and activities, the online platforms will assure wide awareness of the POCCARDIO project and help facilitate exploitation following project completion.

Scope

This deliverable functions as a signoff for the project's website and social media channels in its classification as a DEC (Website) and it is submitted in electronic form on the above URL's.

The media platforms are continually updated and new ones are considered so this deliverable only describes the initial setup of the platforms, being subject to change as the project evolves and results appear.

The deliverable only covers the project platforms. How project partners plan to use their websites and social media channels to create impact are detailed in *D10.6 Communication and Dissemination Strategies and Plan*.

2.2   Content and structure

This deliverable contains a description of the project website and social media platforms used in POCCARDIO.

Chapter 3 provides a summary of the target groups that are relevant for the website and media platforms.

The content of the website (both existing and planned content) will be described in Chapter 4 and the technical details in Chapter 5.

Chapter 6 describes the use of and integration with social media.

3   Target audiences

The Consortium has initially defined the overall target groups for communication and dissemination, covering a wide range of stakeholders. The target groups will be further analysed and specified in *D10.6 Communication and Dissemination Strategies and Plan*.

Table 1 Initially defined target groups and associated communication channels

Target Group/ Form & Channels	Medical, healthcare Actors	Med- &Biotech and Business Actors	Research Actors	Regulatory Actors	General Public
Leaflet & poster	*	*	*	*	
Videos	*	*			*
Press release / TV	*	*		*	*
Newsletters	*	*		*	
Project website	*	*	*	*	
YouTube	*	*			
X (formerly Twitter)	*	*	*	*	
LinkedIn	*	*	*		
Science publications	*	*	*		
Seminars and conferences	*	*	*		
Clustering activities	*	*	*		

The online communication channels used by POCCARDIO have different purposes and target different audiences and are chosen to ensure promotion and dissemination of POCCARDIO to all the target groups.

The online platforms covered by this document have the following target groups:

- Project website
  - o   Main entry for all target groups with special attention to the clinical actors and the public. The latter will be reflected by an approach that highlights the societal and personal relevance and aspects of the project.

- X (formerly Twitter) and LinkedIn
  - o   Medical, Biotech, Research & Innovation and Regulatory actors creating awareness of the project and share results to a wide professional community and utilising the networking and business opportunities.

- YouTube
  - o   Medical and Biotech actors leveraging the attractiveness of visual and audio-visual content.

A detailed overview of all communication and dissemination channels, forms, target audiences and timing will be available in *D10.6 Communication and Dissemination Strategies and Plan.*

4   Website

The project website was established at the start of the project at the URL: https://www.poccardio-project.eu/. The site is the main online platform for communication and dissemination of POCCARDIO as it will contain all aspects and results of the project, thereby being an entry point for all identified stakeholders. Since a central target group consists of expert medical and clinical actors, the language used on the site is predominantly technical in nature. However, wherever possible, explanatory sections are included to be understandable to the average visitor.

The website will evolve throughout the project, as will layout and content so the following description is based on the status at the launch with some of the content being created after the submission of this document.

4.1   Website layout

The layout chosen gives the visitor an overview of the project on one page, to clearly identify and understand what the project is about. As a result, the header is keeping a clean aesthetics without too much text, with a simple navigation menu across the top still enabling an easy reach of more information. The pages use images to attract the visitor.

To get more information, the visitor can choose to activate the menu item on the front page to read more.

The individual pages and posts are designed with different layouts. For pages an image banner introduces the page to give an immediate sense of place. For posts, the layout is lighter with focus on title and sharing options and other recent posts to make navigation across news items and external platforms easy and attractive.

Subsites of the website will contain the following content to be updated during the project's lifetime:

About

- About the project
- Objectives & Methodology
- Consortium
- Structure
- Work Packages
- Ethics Board

Clinical trials

- Aims and content of the clinical trials
- Results from the clinical trials

Knowledge centre

- Deliverables for download
- Project promotional material for download
- Publication list

News

- News releases and newsletters

Contact Us

- Contact information
- Impressum and privacy policies

Figure 1: The front page of the POCCARDIO website

4.2   Website content

The following is a description of the website menus and their purpose. Not all menus have been created and/or populated at the time of writing, existing menus and submenus are subject to change and additional menus are likely to be added.

Home

The menu goes to the home page of the website with an overall presentation of the project and links to sections: About, Clinical trials, Knowledge centre, News, and Contact Us. As the project evolves and results appear, the top image might become a slider to present more key aspects of the project. When the website has more content, the project will activate a search icon for easier navigation.

It is possible that the news section will have a more prominent place on the front page, once results appear, thereby illustrating an active and engaging project.

About

This menu introduces the reader to information about the project objectives, approach, consortium and project structure. The Ethics board is also mentioned. It might be divided into further menus. Cooperation with other projects and initiatives will also be included to highlight the cross-cutting issues, knowledge transfer and unified strategic approach.

Clinical trials

The clinical trials are introduced, highlighting the main aims and plans and the main contact point from the project. For the Lab Validation of the PoC Tool (POCT-Cardio-Val trial), both the PoCCardio-BM and the PoCCardio-GM trials will be mentioned insofar as the information is publicly available.

For the large multi-centre, randomised, controlled trial, trial progress and findings will be included insofar as the information is publicly available.

A section on the handling of personal data in the pilots in compliance with the General Data Protection Regulation (GDPR) will be added in the respective languages. Management of ethical issues will also be included with mention of the Ethics Board. It is possible for the reader to go directly to the individual pilots which will also be possible from the front page.

Knowledge centre

This is the main entry point for scientific and non-scientific publications produced by project partners as well as public deliverables. Open Access will be indicated for conference and journal publications and all public deliverables will be published on the website and thus be available for download at time of submission.

In this section, relevant communication material can be accessed together with videos and webinars. The page will also feature presentations, press releases and published newsletters and an invitation to subscribe.

News

A list of all news items will be presented to the reader in an overview. It is also possible for the reader to access the most recent posts on the front page. News can take the form of articles, videos, events, invitations etc. All partners are encouraged to contribute with and share content and the 'good stories' so that they can be captured and brought to the project website for maximum reach.

The project will consider a separate section and calendar for events, covering both events organised and attended by the project as well as other webinars and co-joint activities with collaboration projects.

An invitation to subscribe to the project newsletter will be added.

Contact

Contact info is added so the reader can see who is behind the website and who to contact on any matters related to the project and the website.

Footer

The footer includes all the central information about the project, including contact information, legal note (impressum), website privacy policy, cookie policy and integration to the project's social media channels. It will be expanded to also include 'Recent news'.

Cookie bar

The website is fully GDPR compliant. A cookie bar for choice and consent of cookies is presented, enabling deselection of unnecessary cookies and providing a link to the website's Privacy Policy covering: Which information the project collects, how this data is stored and processed, personal rights and how to contact the project in case of questions.

5   Technical implementation of website

5.1   WordPress

The website is built with WordPress version 6.4.2 with Avada website builder version 7.11.3.

WordPress is web software used to create websites, blogs, or apps. The core software is built by hundreds of community volunteers, and there are thousands of plugins and themes available to transform a site into a dedicated and targeted website for almost any user. Over 60 million people have chosen WordPress to power their place on the web.

WordPress is a free and open-source content management system based on PHP and MySQL. It is hosted on In-JeT's Azure Cloud server.

WordPress's plugin architecture allows users to extend the features and functionality of a website or blog. WordPress has over 40,500 plugins available, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. The customisations range from search engine optimisation, to client portals used to display private information to logged-in users, to content management systems, to content displaying features, such as the addition of widgets and navigation bars.

5.2   Accessibility

The site works with three basic role-definitions for users: Guests, members and administrators.

The POCCARDIO website is accessible by the general public who as guests can sign up for project events and newsletters. They are invited to further engage using the contact options, the project social media sites or other tools made available for collaboration (open data repositories etc.).

The member function allows registered users e.g. members of the Consortium or Ethical Advisory Board, to access certain sections such as internal project documents, however, since this is covered well by other collaborative tools in POCCARDIO, this functionality is not used on the website.

The role as administrator of the site is carried out by webmasters from IN-JET who exclusively have administrator rights to the site.

5.3   Security

The POCCARDIO website has been designed to overcome most types of security threats. The website and all its plugins are continuously being updated for security and functionality. Access to website infrastructure requires secure SSL transport.

6 Social media

POCCARDIO uses different social media channels to increase visibility, share knowledge faster, disseminate results and interact with the public. According to a Eurostat[1] survey, 54% of people aged 16-74 participated in social networks in 2019 in the EU, with the younger generation being the predominant users (9 out of 10 in the age group 16-24). By using social media, POCCARDIO meets people where they are, thereby gaining important insight, and the project can take advantage of the networking and viral effect, making it possible to increase awareness.

LinkedIn and X (formerly Twitter) accounts have been established at the beginning of the project, targeting mostly the professional community. At a later stage, when pilot activities start and results begin to appear, the project plans to launch a YouTube account for videos, Instagram, and LinkedIn accounts for enforced visibility and collaboration, and a Facebook account for content specifically targeted the public.

Additionally, social media will be actively used by project partners to communicate about the project and to the pilot participants. These plans are detailed in *D10.6 Communication and Dissemination Strategies and Plan*.

6.1 LinkedIn

The POCCARDIO LinkedIn page can be found at: https://www.linkedin.com/company/poccardio-project.

LinkedIn is a professional networking platform which is oriented towards a professional business community but with more focus on the networking aspect. LinkedIn is owned by the Microsoft and has 645 million users (source: https://www.statista.com/).

The LinkedIn channel is used to connect to linked projects and relevant established groups to share content and results with the possibility of fostering new business opportunities. A such, the platform is a relevant tool for the dissemination and exploitation of project results, building relationships beyond project completion.
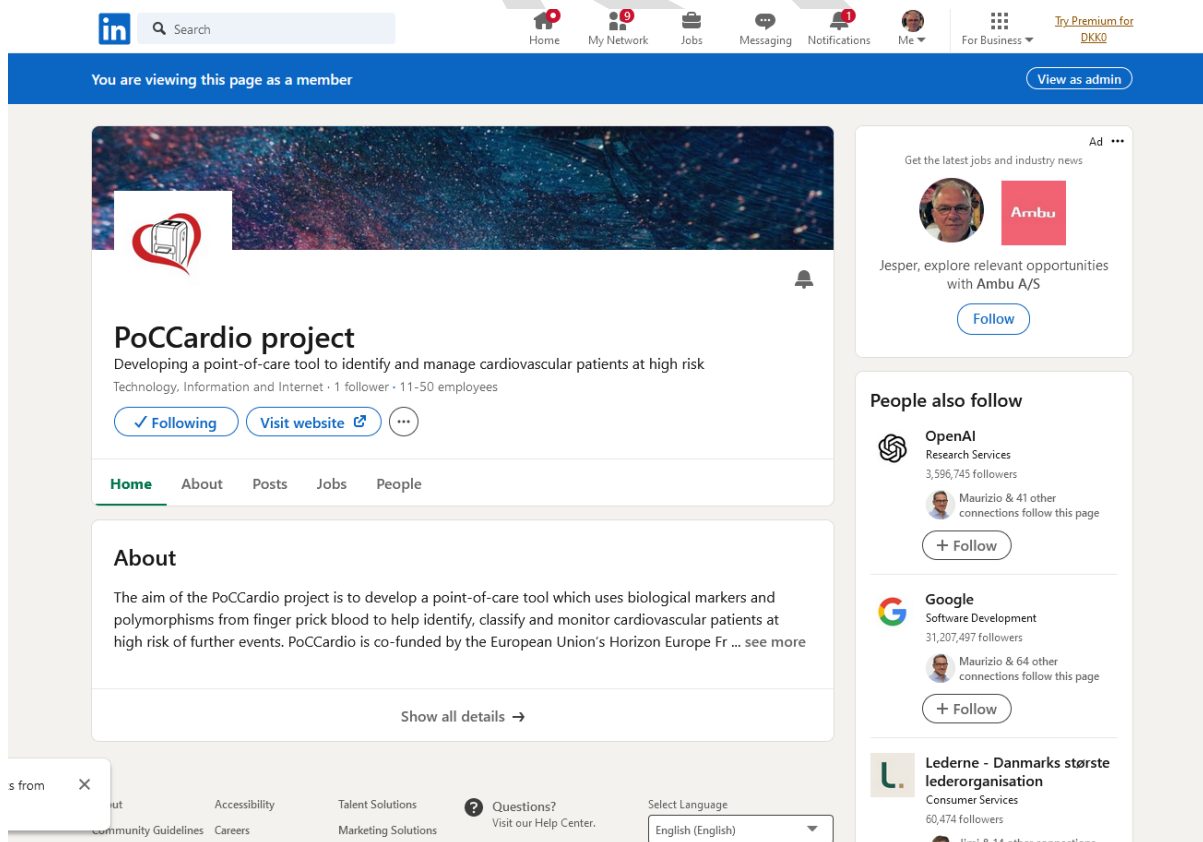

Figure 2: The POCCARDIO LinkedIn page

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[1] https://ec.europa.eu/eurostat/en/web/products-eurostat-news/-/EDN-20200630-2

6.2   X (formerly Twitter)

The POCCARDIO X (formerly Twitter) profile can be found at: https://twitter.com/PoCCardio

X (formerly Twitter) is a micro-blogging tool for the exchange of short messages and announcements (tweets). It has 330 million users (source: https://www.statista.com/). The aim is to enable people to create and share ideas and information instantly. It favours short messages with a limit up to 280 characters which can easily be retweeted.

POCCARDIO uses X (formerly Twitter) to connect to linked projects, networks, initiatives, and stakeholders, especially within the clinical, biotech and technology domain

One the advantages is the short, to the point tweets, which can be used to direct the audience's attention to more substantial and detailed information, e.g. the project website, pilot insight and specific results as well as to events and webinars
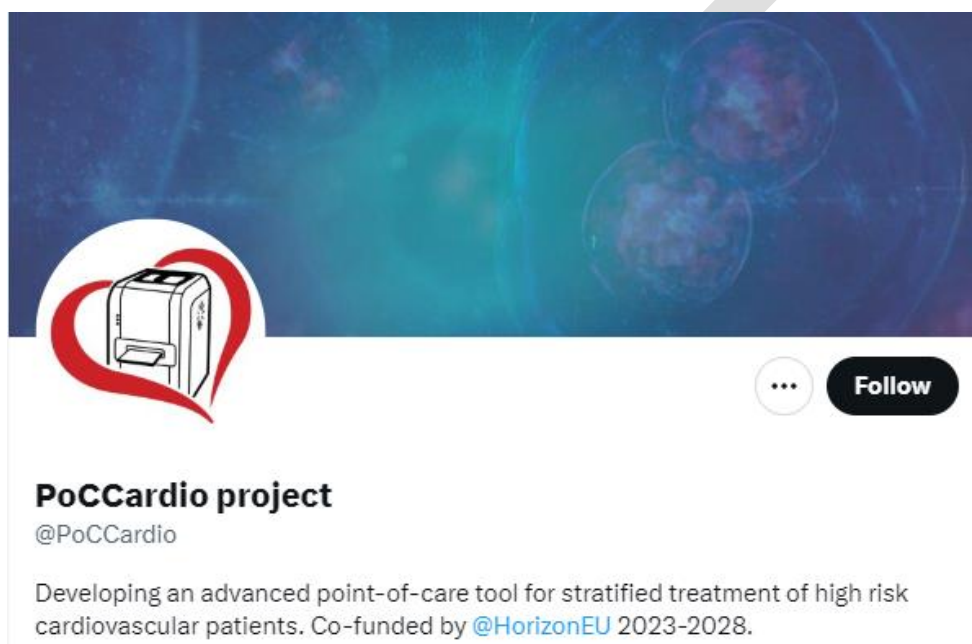

Figure 3: The POCCARDIO X (formerly Twitter) profile

6.3   Other platforms

Accounts on the following social media platforms are planned or considered as the project evolves. POCCARDIO will utilise additional social media tools if considered relevant for reaching the target groups.

6.3.1   YouTube

YouTube is a video-sharing platform with user-generated and corporate media content, offering also live streaming tools where people can interact and comment directly.

An POCCARDIO channel will be created once videos become available. What type of videos POCCARDIO will create is defined in *D10.6 Communication and Dissemination Strategies and Plan*.

YouTube is owned by Google and has 1,6 billion world-wide users (source: https://www.statista.com/).

6.3.2   Facebook

Facebook is the number one social network with 2,7 billion monthly active users (source: https://www.statista.com/). It connects people in an informal way to share messages, photos and videos and enables common-interest groups which could be a target for involvement and evaluation of the POCCARDIO offerings. A project Facebook page would target the broader European crowd, collecting and linking stories about the project with the aim to create awareness of the project and its societal and health impact.

7 List of figures and tables

7.1 Figures

7.2 Tables