



# TrimBot2020 Deliverable D8.3

# Website and social media presence

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# 1 ABSTRACT

In this document, we provide a report about the design and organization of the TrimBot2020 website and the implementation of its functionalities. The website is provided with a public area, for dissemination to third part stakeholders, and a consortium private area with internal documents and tools. The website is indexed on common search engines and it is fully integrated with social media. In this document, we also discuss how the presence of the project consortium has been setup on social media channels, such as Facebook, Twitter, ResearchGate and YouTube. Moreover, we describe the integration of social media channels that we implemented by using the HootSuite social platform and with the installation of ad-hoc plugins on the website.

 

# 2 PROJECT WEBSITE

The TrimBot2020 website is the focal communication point between the project and the stakeholders, including general audience. The website is hosted on the servers of the University of Groningen at the URL http://www.trimbot2020.org/.

A screenshot of the home page of the project website is illustrated in the next figure:

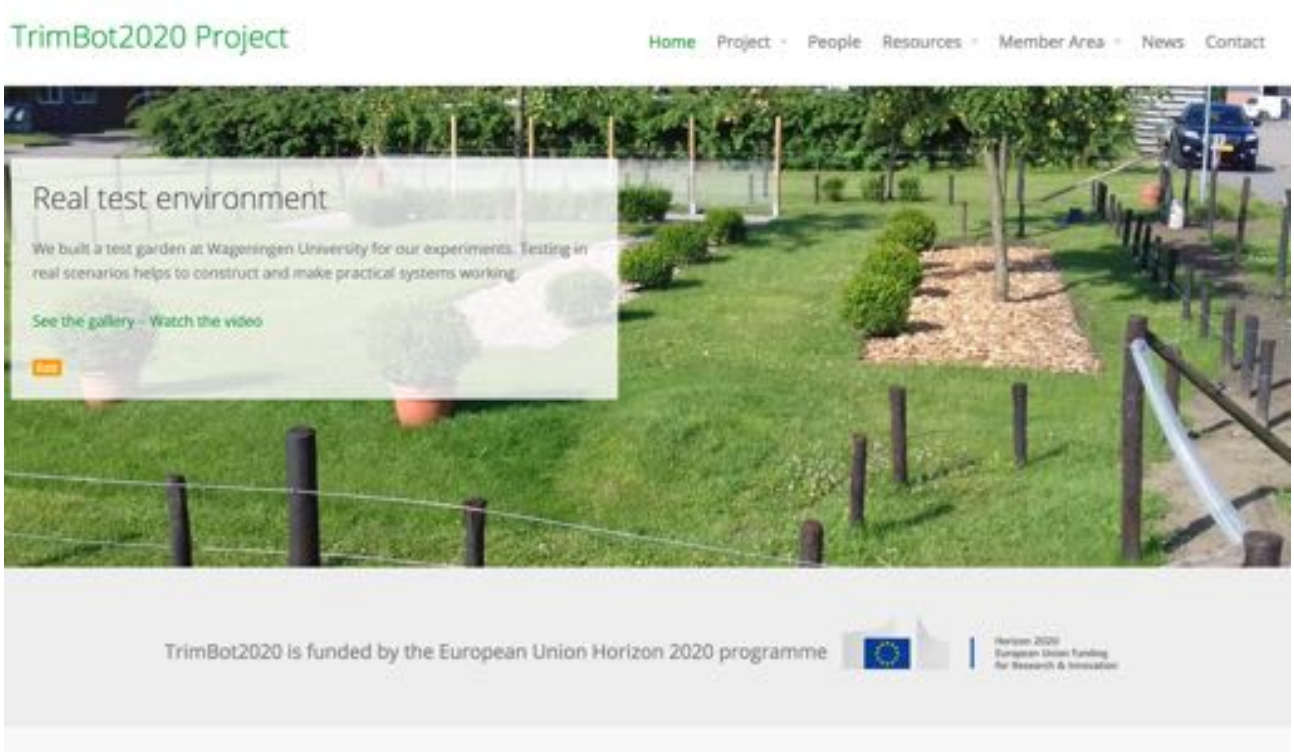


**FIGURE 1: TRIMBOT2020 WEBSITE HOME PAGE.**

The website includes an overview and description of the project, the aims and objectives of TrimBot2020, a short description of all members of the consortium along with contact details, research results (not IP sensitive), publications, events (conferences, workshops, public meetings), news and further related links.

The website is divided into two areas.

- ***Public area***: which provides general information about the project, public deliverables and data sets for download, open access to protocols and standard operation procedures (SOPs) and other background information relevant to the project.

 

- ***Members area***: the area is password protected and restricted to the consortium members and contain project related documents, including grant agreements, templates to be used for reports, presentations and dissemination templates. Moreover, a link to the project wiki and project repository is present and visible only after doing the login.

After the login to the Member Area, project partners (all with a personal account) are enabled to access the Member Area menu and to access the private section of the website. In the following figure, the Member Area menu is shown:

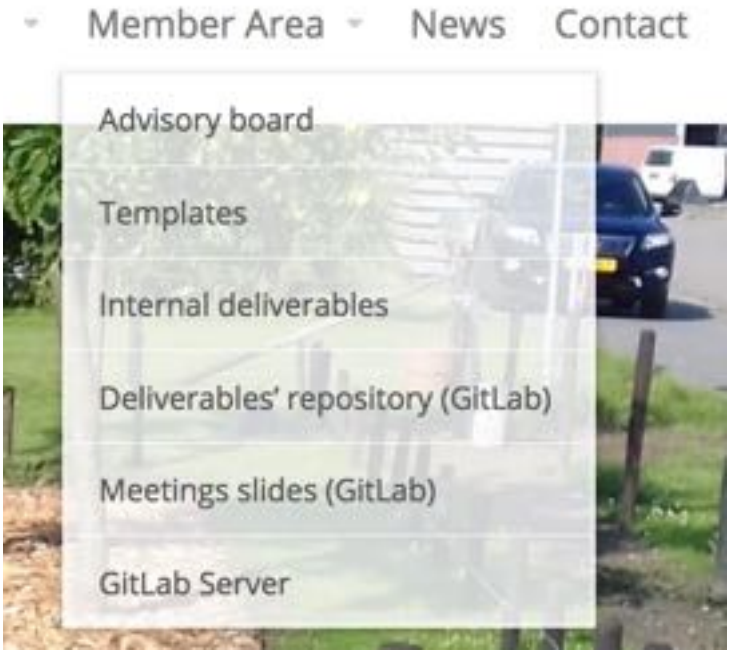


**FIGURE 2: MEMBERS AREA MENU.**

### *PUBLICATION LIST*

The project website is equipped with a plug-in for the management of scientific publications, which are catalogued by year and type. The page with the list of publications is available in the section **"Resources > Publications"**, together with filters for advanced search, at the URL http://trimbot2020.webhosting.rug.nl/resources/publications/ .

All the partners have an account to login into the member area of the website and manage their own list of publications. An administrator user has the privileges for managing the list of publications of all the partners.

 

## 2.1 ACCESS STATISTICS

Statistics about website access and usage by users are available through the Google Analytics service. Various types of information are collected about:

- Visits (average, peaks, time, etc.)
- Page details
- User geographical location
- User age ranges
- Web browsers
- Devices

In the following figure, a detail of the Google Analytics dashboard for the TrimBot2020 website is shown:


FIGURE 3: GOOGLE ANALYTICS DASHBOARD.

 

# 3 SOCIAL MEDIA

Profiles on social media channels like Facebook, Twitter and YouTube have been setup primarily to increase the visibility of the project and raise public awareness of the project and its added value for the general audience. The social media presence has been setup on:

- Facebook
- Twitter
- YouTube
- ResearchGate

## 3.1 FACEBOOK PAGE

The Facebook page is public at the URL https://www.facebook.com/trimbot2020/. It is and will be used to share pictures, video and important news about achievements of the Trimbot2020 consortium. The Facebook profile is a tool to reach general audience and share progress and news with a non-scientific community.

In the following figure, a screenshot of the Trimbot2020 Facebook page is illustrated.

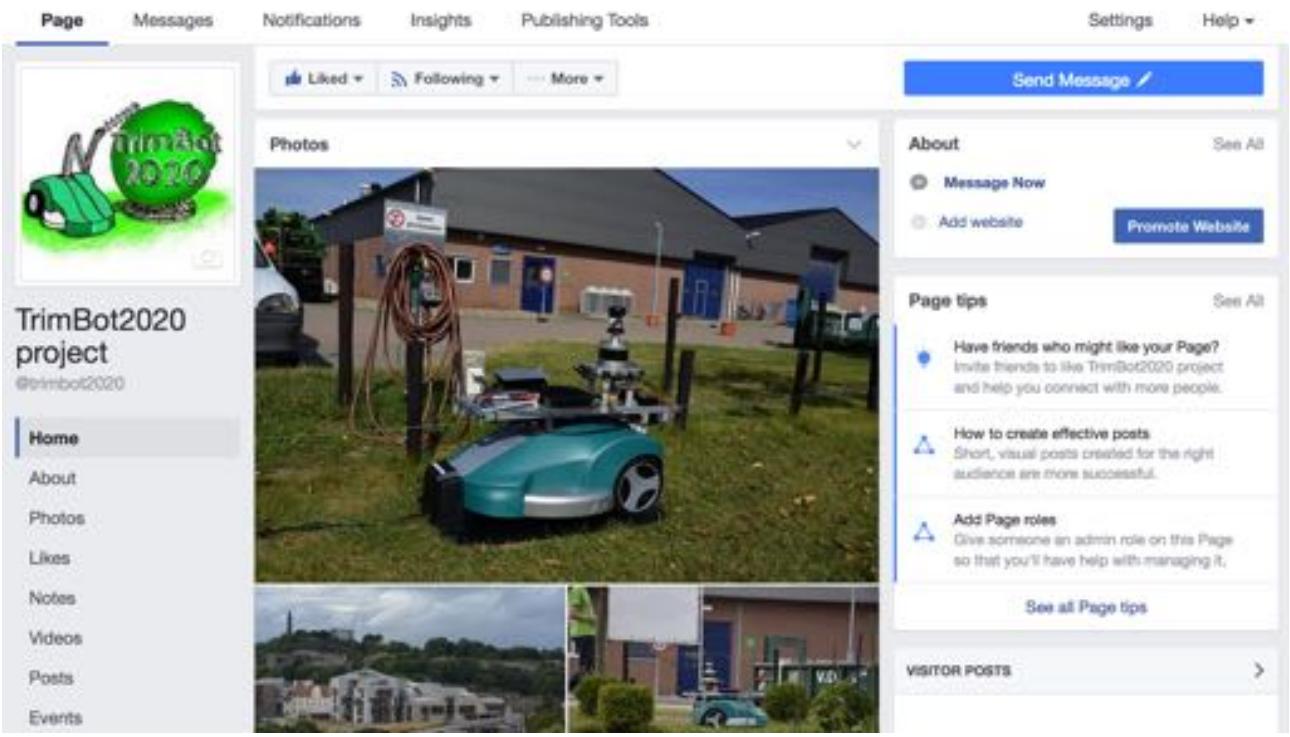


FIGURE 4: FACEBOOK PAGE OF TRIMBOT2020.

 

## 3.2 TWITTER ACCOUNT

The Twitter profile is public at the address ***@trimbot2020***. It is and will be used to share pictures, video and important news about achievements of the Trimbot2020 consortium. Twitter helps to increase the visibility of the project consortium and its activities among a general audience but also to target communications and updates to specific targets. The use of mentions and hashtags allows the sharing of information with specific communities and engage direct contacts with stakeholders.

In the following figure, a screenshot of the Trimbot2020 Twitter page is illustrated.


**FIGURE 5: TWITTER STREAM OF TRIMBOT2020.**

## 3.3 YOUTUBE CHANNEL

The YouTube channel of the Trimbot2020 consortium is public at the URL https://www.youtube.com/channel/UCbPCq-c_Gsamuyjgl81rWGA. The YouTube channel is used to share videos of the progress in the research activities, such as navigation of the robot in the test gardens, simulations, output of the video analysis algorithms, etc. The online presence on YouTube helps to involve the general audience by showing impact demonstrations of the research outputs. Moreover, it is also used for advertisement within the scientific community.

In the following figure, a screenshot of the home page of the YouTube channel is illustrated:

 

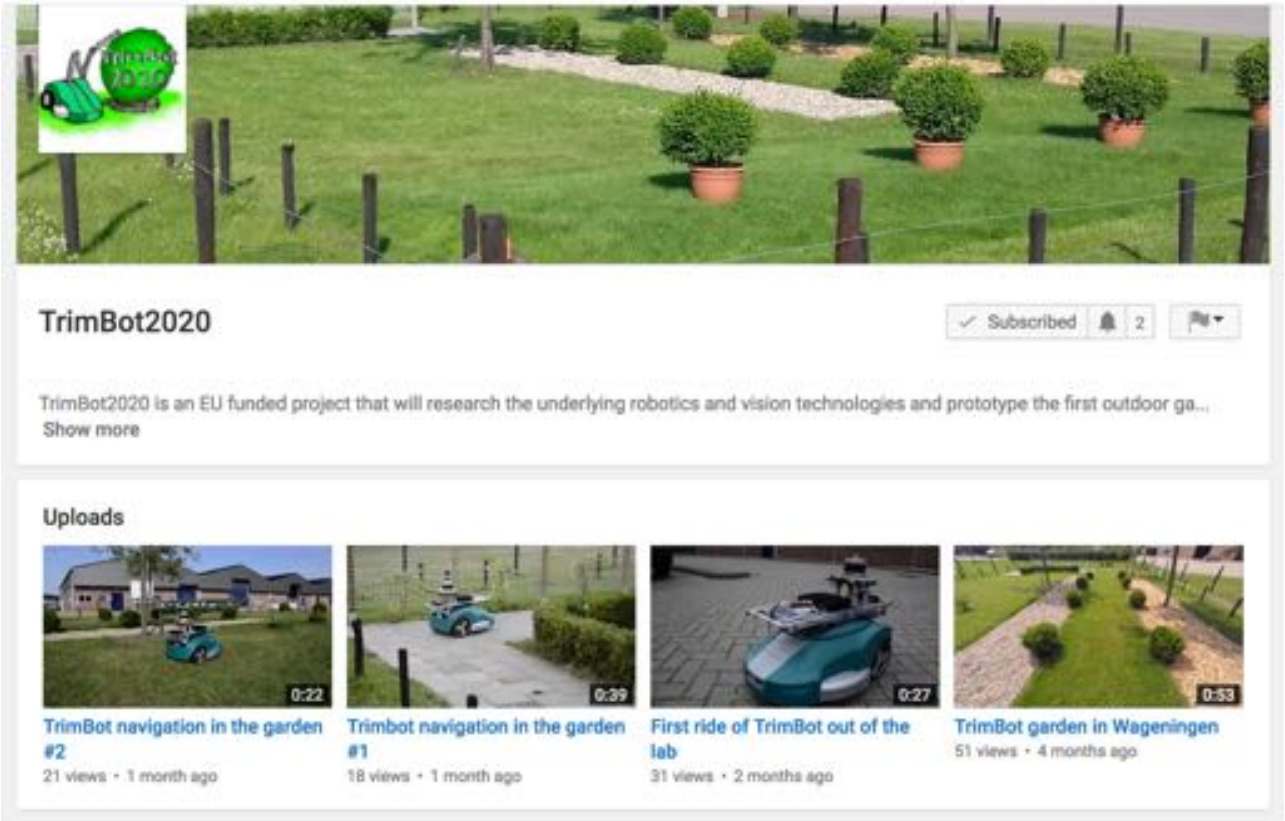


**FIGURE 6: TRIMBOT2020 YOUTUBE CHANNEL.**

## 3.4 RESEARCHGATE PROJECT PAGE

A Trimbot2020 project page has been publicly shared on ResearchGate scientific social network at the URL https://www.researchgate.net/project/TrimBot2020. It is used to share updates about the scientific results and achievements of the consortium with the interested communities. It is a direct tool to communicate updates (not only publications) to other scientists.

The ResearchGate project page allows to keep an update log that provides an history of the scientific progress achieved by the consortium partners.

In the following, a screenshot of the project profile on ResearchGate is shown:

 

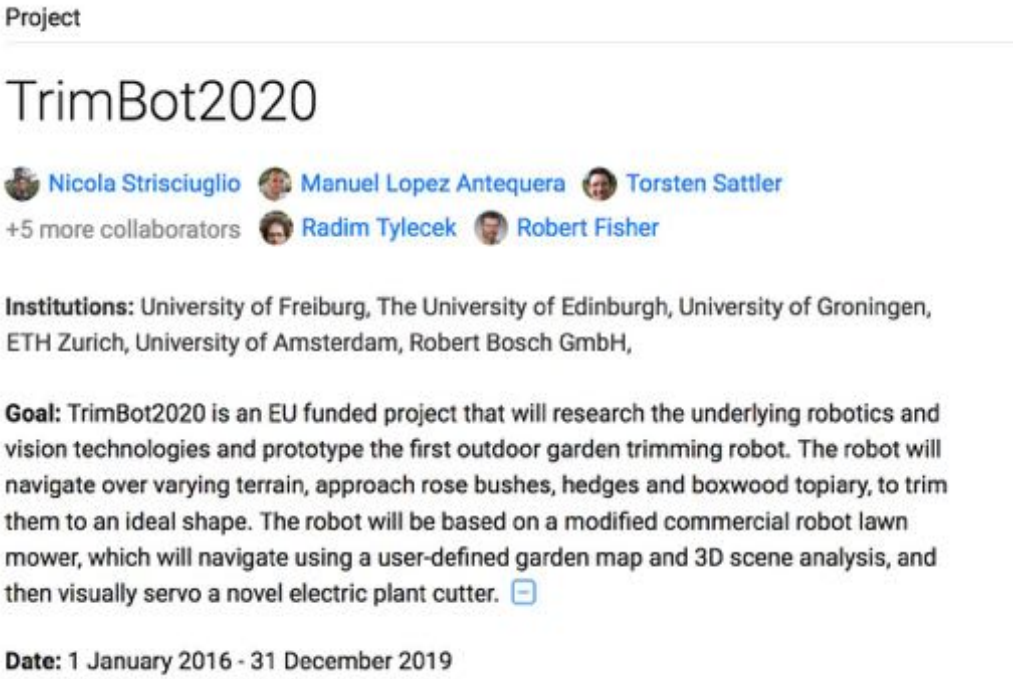


**FIGURE 7: PROJECT PAGE ON RESEARCHGATE.**

In the following figure, an extract of the project log on ResearchGate is shown:


**FIGURE 8: A LOG ITEM ON THE RESEARCHGATE PROJECT PAGE.**

 

# 4 SOCIAL MEDIA INTEGRATION

## 4.1 INTEGRATED DASHBOARD

Integration of social media channels and website is a key factor for success of dissemination and communication activities. The social channels (Facebook, Twitter and YouTube) are managed through an integrated platform called Hootsuite. This allows to concentrate in a single dashboard the management and monitoring of the social channels. It also enables to schedule the publications of news, media and any content in general.

In the following figure, part of the Hootsuite dashboard that has been configured is shown:

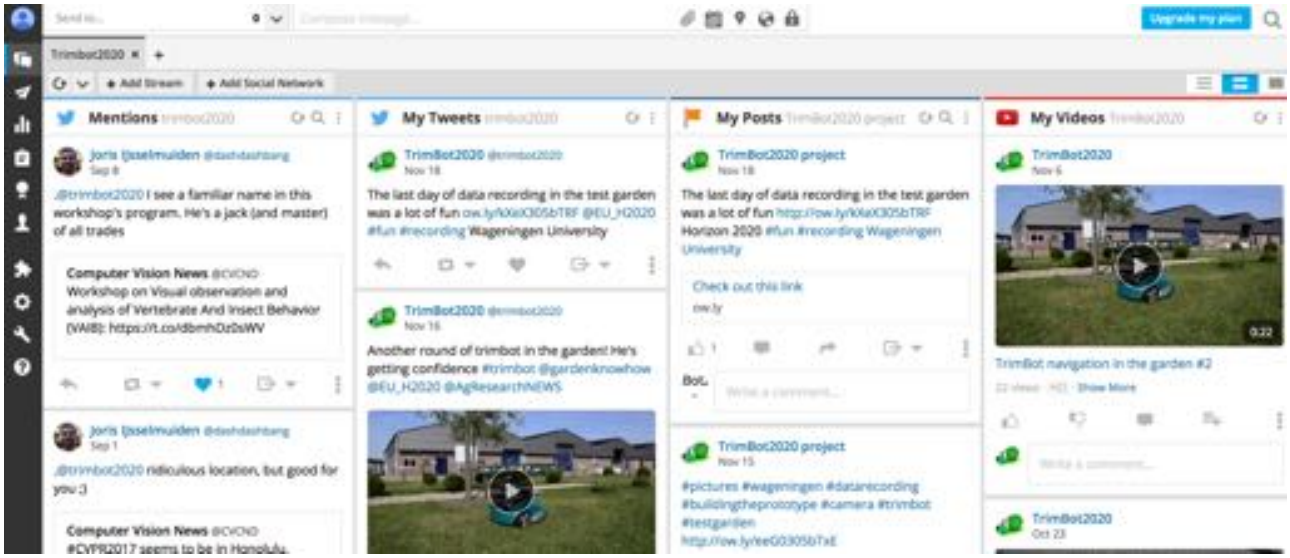


**FIGURE 9: SOCIAL MANAGEMENT DASHBOARD ON HOOTSUITE.**

The Hootsuite dashboard allows effective and efficient management of the social channels.

## 4.2 WEBSITE AND SOCIAL MEDIA INTEGRATION

The streams from Facebook and Twitter are also integrated in the project website, which is the main tool for dissemination. The integration is done by means of plugins that automatically include the most recent updates from the social profiles directly on the web pages. In the following figure, the integrated streams are shown, which are placed at the bottom of the project website:

 

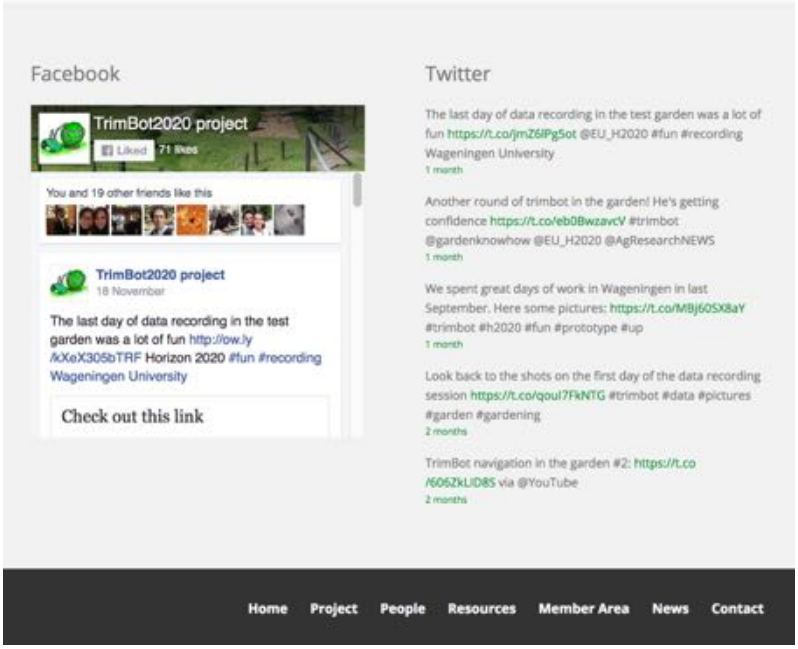


**FIGURE 10: SOCIAL STREAMS INTEGRATION ON THE WEBSITE.**

Links to the TrimBot2020 social profiles are present on the project website in the right column of the content pages, as shown in the following figure (“Follow Us”):

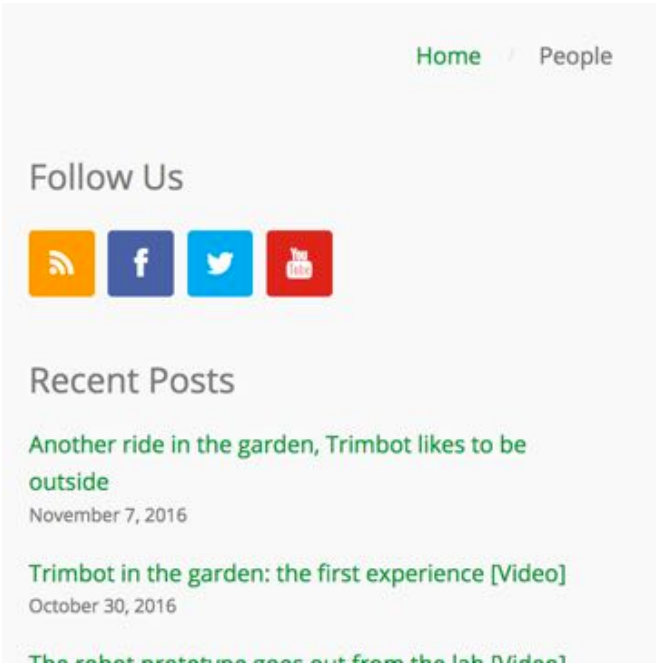


**FIGURE 11: SOCIAL MEDIA LINKS.**

 