



D7.2. Project website and social media channels

WP7 – Dissemination and Exploitation of Results

First Version

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Versions:

Version No.	Person in charge	Institution (acronym)	Date	Comments
1	Almudena Sánchez	KVC	March 2022	Draft version to circulate
2	Enrique Romero	UEX	March 2022	Final first version



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1. Executive summary

The present deliverable presents the project web page and its social networks, thus under communication and dissemination strategy.

1.1. Objective

The objectives of this deliverable are:

- To provide the status of the developing situation of the project website and social media channels.

2. Project Website

A website has been developed consistent to the project branding, and designed in hosting provider:

<https://smartgysum.eu>

The website is already fully operative and announces the project and the consortium. Its main objective is the dissemination of the objectives of the project, as well as the development and results obtained from it through the sections specially created for it. It has also included an internal network, constituting a tool for internal communication among partners.

The screenshot shows the homepage of the SMARTGYsum website. At the top left is the logo, which consists of a stylized green and blue leaf-like shape above the text 'SmartGY' in a bold, sans-serif font, with 'S U M' in smaller letters below it. To the right of the logo is the text 'European Training Network – SMARTGYsum' and 'Smart and Green Energy Systems and Business Models'. Below the logo and text is a green navigation bar with a home icon, dropdown menus for 'PROJECT', 'CONSORTIUM', 'RESEARCH', 'TRAINING', and 'NEWS', and a 'Login' button. The main content area is divided into four sections: 'Research' (with a book icon), 'Training' (with a person icon), 'Consortium' (with a group icon), and 'News' (with a speech bubble icon). Each section contains a brief description and a 'Learn more' or 'Have a look' button.

European Training Network – SMARTGYsum
Smart and Green Energy Systems and Business Models

PROJECT ▾ CONSORTIUM ▾ RESEARCH ▾ TRAINING ▾ NEWS [Login](#)

SMARTGYsum – Smart and Green Energy Systems and Business Models

Research
The project research objectives and the procedures to achieve them are detailed in this section.
[Learn more »](#)
[See applications »](#)

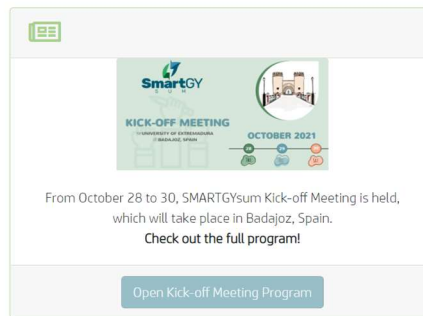
Training
The training methodology and approach are described in this module.
[Learn about training »](#)

Consortium
The consortium are the entities that participate and pool resources in order to achieve the aims of the project.
[Know the beneficiaries »](#)
[Know the partners »](#)

News
Have a look at the principal news about the project
[Have a look »](#)

Publications in the section for news and updates on the status of the project will be scheduled periodically (at least once a month, except during holiday periods). Likewise, the results obtained from the different projects (IRPs) will be continuously updated.

News



The publications aim at involving the target groups identified as the target of SMARTGYSUM communications, susceptible to action on the subject at hand:

- Experts and researchers
- Institutions
- Companies
- Lay persons
- Social investors
- EU Commission
- Related EU projects
- Decision makers and public administration
- Citizen platforms
- Civil society entities
- Experts and researchers
- Related EU projects

3. Social Media Channels

SMARTGYSUM will require the use of virtual platforms, mass media, interpersonal channels, small group meetings, and one-on-one discussions. The media of choice will depend on the key message and the specific target audience(s) of each communication campaign.

The main tools will include:

- Direct communication with main stakeholders and targeted populations
- Centrally managed website with internal and public access. The site will be interactive and contain project and partner descriptions and regular information on progress. There will be a news section and distributed e-versions of hard copy material.
- Use of social networks. As long as it fits the dissemination goals and the communication objectives. Communication strategy, a wide variety of social media platforms (e.g. Facebook, Instagram, LinkedIn and Twitter) have been considered accordingly to relevance and convenience criteria. Partners will support through their social media channels.
- Participation in non-academic events (industry, policy making...)
- Posters and leaflets
- Third party channels: for instance, CORDIS, EC Magazine, etc. channels addressed to civil society, consumers' associations and the general society

Social media activity

As the project progresses, a variety of social media platforms (e.g. Facebook, Twitter, LinkedIn, Research Gate) have been created for relevance to further enhance the communication of the project and its results. Creating a large online community, it's an effective method for exploiting the project results, and the website is integrated with the different social networks using plugins. UEX oversees defining and executing a strategy of community management with the help of the whole consortium. In addition, the ESRs in the consortium will be in charge of feeding these social networks with updates referring to the progress and achievements of their IRP, which will also contribute to enhance their communication skills.

Hashtags to be used on and Twitter, among others can be:

#ElectricEnergySystems #SmartGrids #RenewableEnergies #NetZeroBy2050
#H2020 #MSCAAActions #GreenDeal

Consequently, considered social networks it has been included the following ones, attending to the possibilities of the social networks used by the beneficiaries and partner entities:

Table 1 - Main Social Media communication channels created

Social Media Channel	Target audience/s
Twitter @SMARTGYsum	Experts & Researchers Institutions Companies Social Investors EU commission Related EU Projects Decision makers and public administration Lay persons Citizens' platforms
Facebook @SMARTGYsum	Lay persons Civil Society Entities
Instagram @smartgysum	Lay persons Civil Society Entities Professionals
LinkedIn	Professionals



[@smartgysum](https://twitter.com/smartgysum)

Experts & Researchers
Institutions
Companies
Social Investors
EU commission

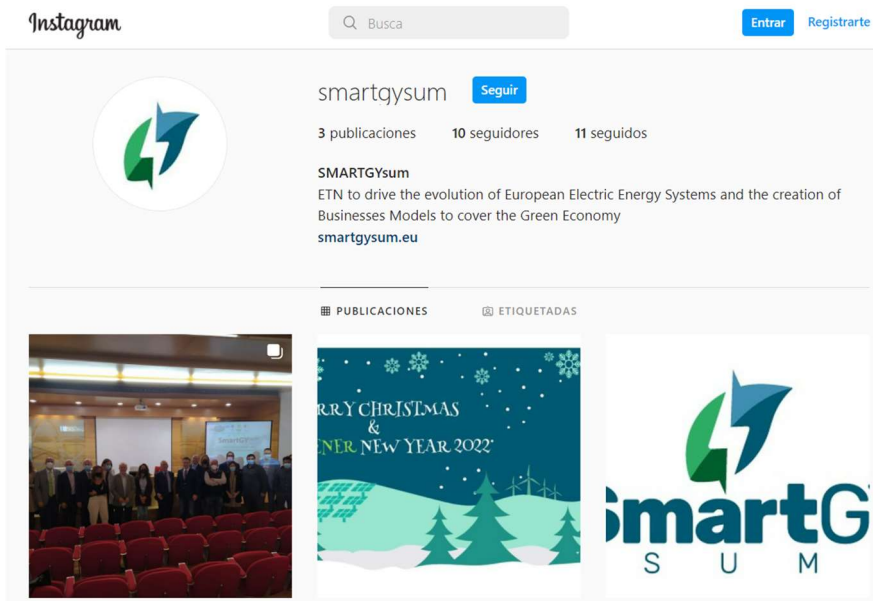
3.1. Twitter

A SMARTYsum project Twitter account has been created in October 2021. Twitter allows project and partners to follow content and institutions related to the topic of the project and spread objectives and results.



3.2. Instagram

A SMARTYsum project Instagram account has been created in December 2021.



3.3. Facebook

A SMARTYsum project Facebook account has been created in March 2022.





3.4. LinkedIn

A SMARTYsum project Facebook account has been created in March 2022.

