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SOS-ZEROPOL2030

D6.2 Website and social media outlets

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Executive Summary

The project website and social media channels have been set up at the beginning of the project to ensure that the project has timely online visibility and to provide easily accessible information about the project to a wide range of audiences.

The website was set up on the URL www.soszeropol2030.eu using WordPress. Social media accounts were established in all relevant platforms (Twitter, LinkedIn, Facebook, Instagram and YouTube) however activity will be focused on Twitter and LinkedIn in the initial stages of the project.

The website and social media accounts will form an integral part of the Communications and Exploitation Strategy and Dissemination Plan (D6.1) and updates will be provided within this deliverable.

1. Introduction

The 'Source to Seas – Zero Pollution 2030' (SOS-ZEROPOL2030) project aims to develop a holistic framework which can to guide the process towards achieving zero pollution in European seas by 2030. Work Package 6 will communicate the main results with target audiences (D6.1 Communications and Exploitation Strategy and Dissemination Plan, forthcoming). Towards this end, a project website has been built, and social media accounts have been created.

The project website will contribute to communication activities; content in the news pages will inform of project progress, activities, and events; it includes a resource page incorporating downloadable material for education, media, presentation, and other purposes. The project website comprises a number of static pages (i.e. Home, About, Contact, etc.) which will provide details on partners and project specific aims and objectives along with an overview of the work conducted in each respective work package. These will be augmented by updatable pages (i.e News and Resources) which will highlight key activities and project outputs throughout the project lifecycle.

Promotion of project activities, results and outputs will be incorporated via the projects social media outlets, amplifying website content and reaching additional audiences. WP3 (Zero Pollution Living Labs) and WP5 (Zero Pollution Accelerator) specific events and activities will be promoted through the project website and social media outlets to drive additional interest and facilitate improved stakeholder participation.

The project website and associated social media outlets will be monitored to capture standard impact metrics, and to signpost how relevant communication and dissemination activities throughout the lifetime of the project can be optimised.

2. Methods

2.1. Project Website

The project website is available at www.soszeropol2030.eu and is running on the GRID-Arendal Digital Ocean server as a CPanel user. The website was built using Wordpress with the Elementor theme as page builder. Sketches were drafted with Adobe XD. An initial stage of research was undertaken, and discussions were held with project personnel to get a good understanding of its optimal design. To advance the process, the team had regular review meetings with feedback and discussion before a draft website plan was created and sent to project partners for input.

The website is running Google Analytics for tracking user statistics and data. SEO is prioritized by keeping the metadata on the website accurate and up to date. SEO is also optimized by keeping the amounts of scripts and plugins low for unnecessary load times.

The website will continue to evolve as the project attracts more engagement and advances in terms of content and resources available.

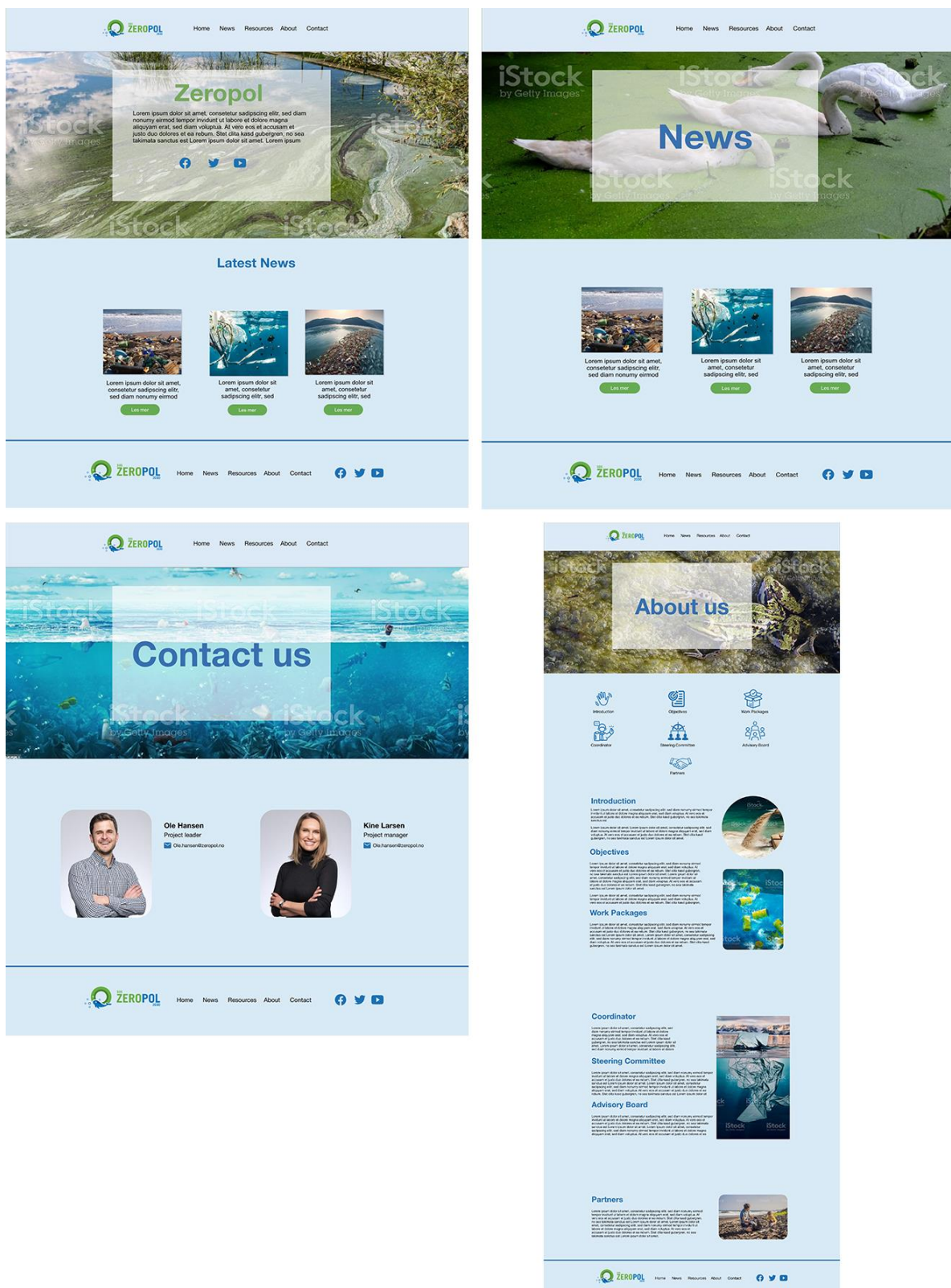


Figure 1: Early screenshots taken 13. December during sketching of the website

2.2. Project Social Media

The following social accounts were decided upon and created on September 7, 2022, after discussion with partners:

- Twitter ([@SourceToSeas](#))
 - 114 followers
- [LinkedIn](#)
 - 38 Followers
- [Facebook](#)
- [Instagram](#)
- [YouTube](#)

Twitter and LinkedIn were chosen as the focus for social media coverage in the initial stages of the project because they allow us to directly contact key stakeholders on a high engagement platform encouraging discussion and sharing. By contrast, Facebook, Instagram and YouTube will be more relevant later in the project, especially to advance social engagement in WP3 (Zero Pollution Living Labs)

The content between Twitter and LinkedIn is different, but ultimately carries the same message. Twitter incentivizes and enables quick posts that cannot extrapolate on the details of the project, and instead focus on the larger goals and motivations behind the project. LinkedIn provides us with the space to deep dive into the project.

The first series of posts were discussed, then scheduled to come out at regular intervals. These were focused on Twitter, and the frequency of posts for LinkedIn will be increased.

Engagement across the prioritised social media accounts has been reasonable to date given that the project and its online presence is at an early stage. The Twitter account had nearly 4,000 tweet impressions over the last 28 days.

3. Results

3.1. Project Website

See below screenshots of all pages of the website in its initial version. The project website contains 5 pages. The website is now due for its formal launch and presentation. The pages will evolve further over time as the project advances and resources and results become available.



Figure 2: Screenshot of the homepage

3.2. Project Social Media

The project Twitter and LinkedIn accounts have 114 and 38 current followers, respectively. The accounts combined have shared 37 posts to date. This includes both tweeted and retweeted content from partners tagging the project on social media.

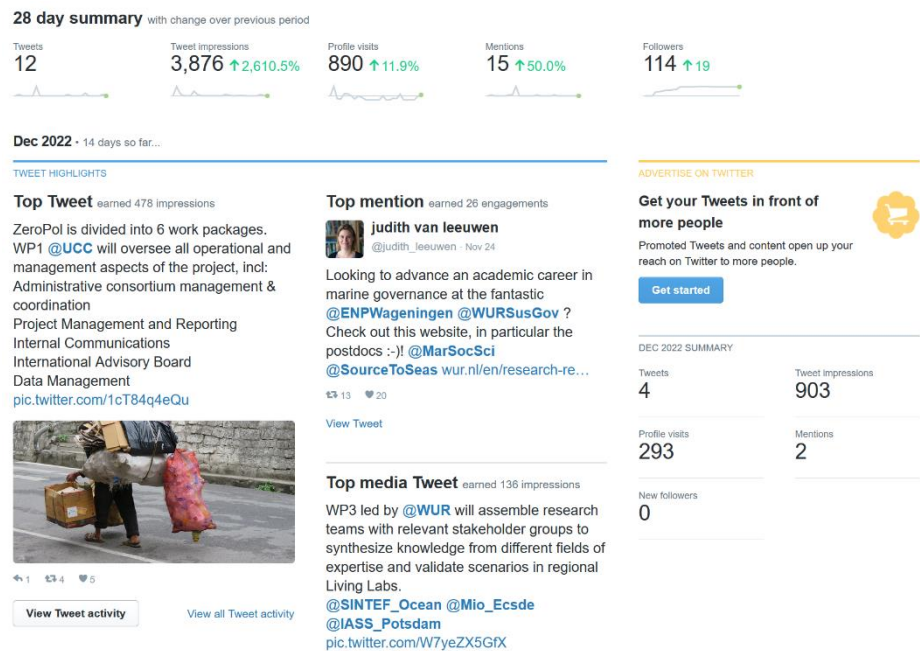


Figure 3: December analytics screenshot

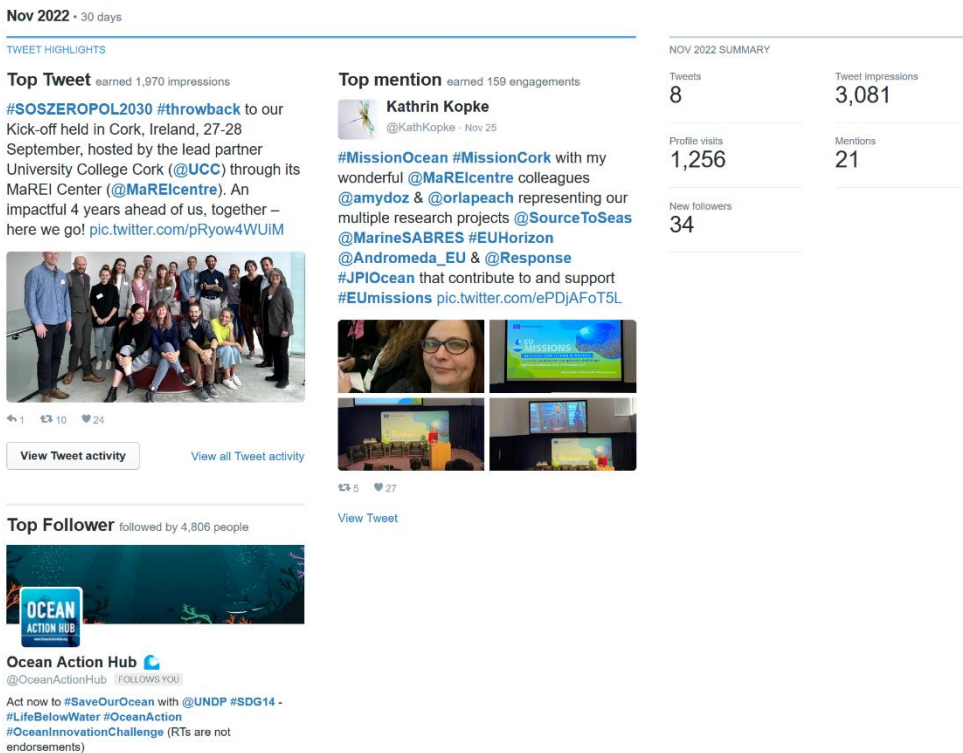


Figure 4: November analytics screenshot



Figure 5: October analytics screenshot

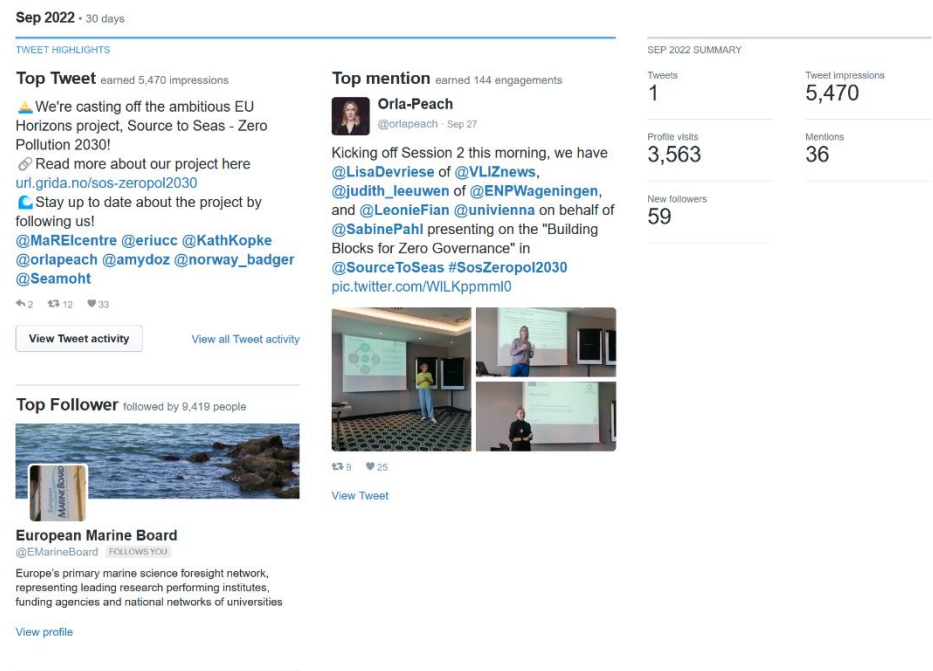


Figure 6: September analytics screenshot

The rate of engagement has been reasonable, given the early stage of the accounts and project (Figure 3, screenshot of Twitter analytics page showing last 28 days). To date, Twitter has been our main focus, however moving forward, we will be emphasising our presence on LinkedIn by implementing the following steps:

- Collecting the tags of partners
- Collecting relevant hashtags
- Scheduling weekly updates.

4. Conclusion

In conclusion, the project website and social media accounts have been created and initial content shared. Moving forward, we will ensure that these platforms are well used, highly visited and engaging for the target audiences.