HORIZON 2020	***Society, Trust and Cybersecurity*** ***eHealth, Well Being and Aging***

Project Title:

A Digital Guardian Angel Enhancing Cancer Patient Wellbeing and Health Status Improvement Following Treatment

ONCORELIEF

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Deliverable

D7.2. Communication Kit (first version)

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Executive Summary

The goal of task 7.2 is to ensure the widespread visibility of the project and to maximize its impact to the European societies and industries, the research community and the academia. It is at first dedicated in producing all necessary material, both digital and printed, which will be used during the dissemination expeditions of the individual partners and the consortium as a whole. All this material will effectively create a powerful "communication kit" that will be available to all partners in order to be used for raising the project's awareness assisting the necessary actions described in detail in Section 2.2.2. In conclusion, this task will mainly execute the Dissemination and communication strategy elaborated in T7.1. The first part of this task was the development of the project's website [M3].

The purpose of this deliverable is to describe the first version of the communication kit of the ONCORELIEF project, which can be accessed through the ONCORELIEF website at http://oncorelief.eu. The deliverable covers all the upgrades that have been included in the ONCORELIEF website (Blog Spot, Scientific Social Media and Leaflet). Furthermore, EXUS has uploaded all the necessary communication templates (press release, deliverable template, poster etc.) to the website of the project.

The final communication kit will be presented in D7.3 [M30]. This deliverable will include all the material, as well as the actions that will be realized, in order to achieve the widespread visibility of the project and to maximize its impact to the European societies and industries, the research community and the academia, according the dissemination and communication strategy elaborated in T7.1.

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1. Introduction

The goal of the ONCORELIEF communication kit is to ensure the wide visibility of the project and its results in the European and worldwide research communities, industries and the public. The communication kit is a collection of digital and printed material that will be used by the project partners throughout the duration of the project, in order to promote the project activities.

The communication kit includes (but is not limited to) the following components:

- The project website
- The project's social media accounts and presence
- The project's blog
- The periodic ONCORELIEF newsletter
- Printable leaflets
- The private repository space, for consortium-wide material sharing

This deliverable describes the components of the first version of the communication kit, including the new functionalities of the ONCORELIEF website, as well as complementary material such as the leaflet, the private repository, etc. This is the first version of the communication kit; the kit will be enriched and updated continuously throughout the duration of the project with new material. The final version of the communication kit will be presented in D7.3.

2. ONCORELIEF website

The ONCORELIEF website is available at https://oncorelief.eu/. It is the main entry point for anyone seeking information about the project, and contains links to all other material of the communication kit.

A detailed description of the ONCORELIEF website has been provided in D7.1 "ONCORELIEF Web Presence (Website, Wiki, Blog, Social Media)"; we refer the reader to that deliverable for more information. As an overview, the contents of the ONCORELIEF website is organized under the structure overviewed below:

- **HOME PAGE** *(the entry point, with an overview of the project's scope)*
- **ABOUT** *(details about the project's objectives, methods and consortium)*
  - CONTEXT
  - OBJECTIVES
  - CONCEPT AND APPROACH
  - MEET THE PARTNERS
- **NEWS & EVENTS** *(news items)*
  - NEWS
  - EVENTS
  - NEWSLETTER
- **BLOG** *(a place for users to publish their own content)* **[NEW]**
- **RESOURCES** *(downloadable material and results of the project)*
  - PUBLIC DELIVERABLES
  - PRESENTATIONS
  - MEDIA CORNER **[NEW]**
- **CONTACT US** *(contact information)*
  - CONTACT
  - PRIVACY AND COOKIE POLICY

Since the release of D7.1, the following new areas have been added to the website:

- the ONCORELIEF blog, described in Section 3,
- the Media Corner, described in Section 4.

3. ONCORELIEF Blog Page

The ONCORELIEF blog is a place where users can upload content related to the project, such as articles, images, video demonstrations, etc. The blog provides a direct way for users to publish their own content as soon as they wish to publish a result.

Only privileged users can upload contents in the blog, with authorization permissions granted by the ONCORELIEF website administrators (CERTH). A blog-user role has been created for this purpose, allowing users to upload, edit and delete only their own posts. As a starting set of users, each partner was asked to assign one or two persons as blog users.

Figure 1 depicts the project's Blog page, which has been added to the ONCORELIEF website, under the "Blog" main menu item, at https://oncorelief.eu/blog.

Figure 1: The ONCORELIEF project blog page.

4. Media Corner Section

The "Media Corner" section of the website contains downloadable press material related to the dissemination activities of the ONCORELIEF project, such as leaflets, videos, conference posters, publications, etc. Currently, the Media Corner contains the first version of the ONCORELIEF leaflet, described in Section 6. The Media Corner is accessible under "Resources → Media Corner", at https://oncorelief.eu/content/media-corner. Figure 2 is a screenshot of the Media Corner with its current contents.
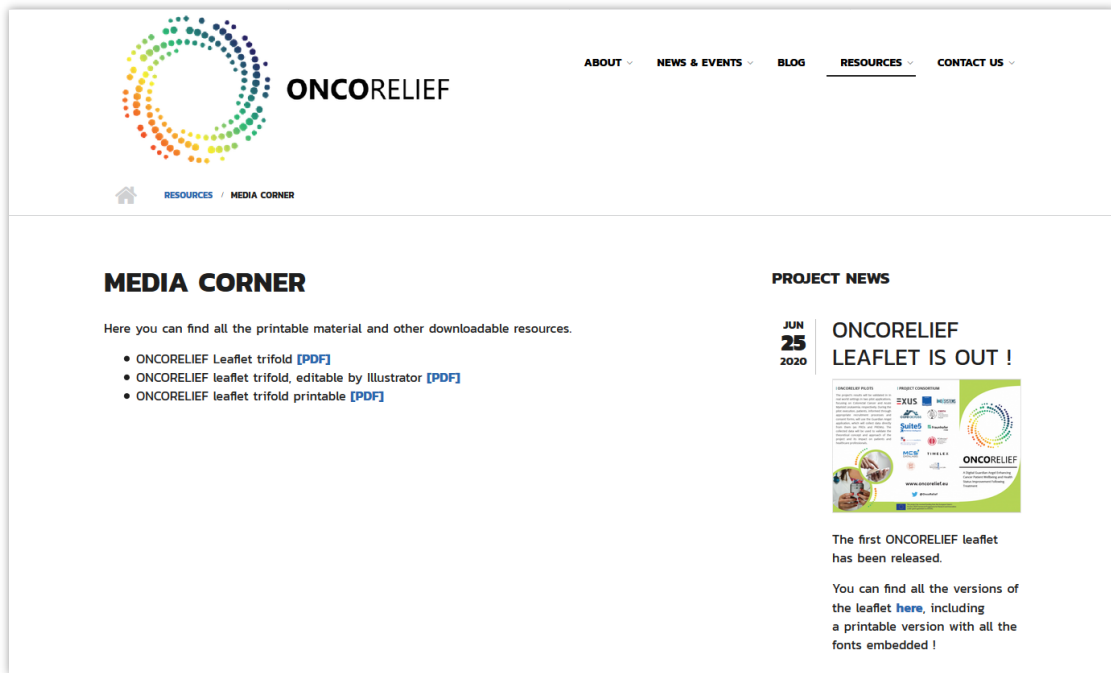
Figure 2: The "Media Corner" section of the website.

5. Social Network presence

The presence of ONCORELIEF in various social networks has been considered to increase the visibility of the project to multiple user societies. ONCORELIEF is currently represented the following social networks:

- Twitter
- LinkedIn
- ResearchGate

In the first version of the ONCORELIEF website there was link to the Tweeter. In this upgraded version, the links are extended to two scientific social networks, namely LinkedIn and Research Gate. Figure 2 shows the footnote of the ONCORELIEF Home page, with the social media links.
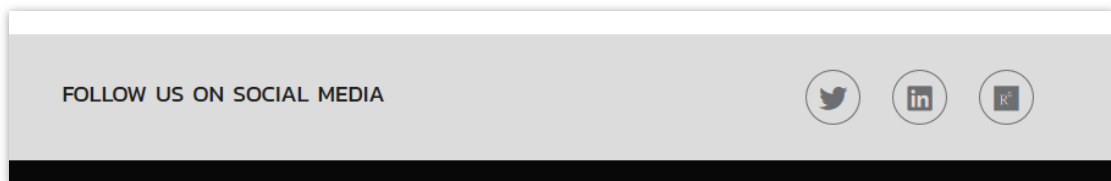
Figure 3: The ONCORELIEF social networks links.

Details about each social network account are presented below.

5.1 **Twitter**

Twitter[1] is a very popular social network with millions of users worldwide, where posts are in the form of short messages which are made public. Users can follow other users to receive notifications of new posted messages. The ONCORELIEF Twitter account is available at

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[1] https://twitter.com/

https://twitter.com/OncoRelief. A screenshot of the ONCORELIEF Twitter account can be seen in Figure 4.
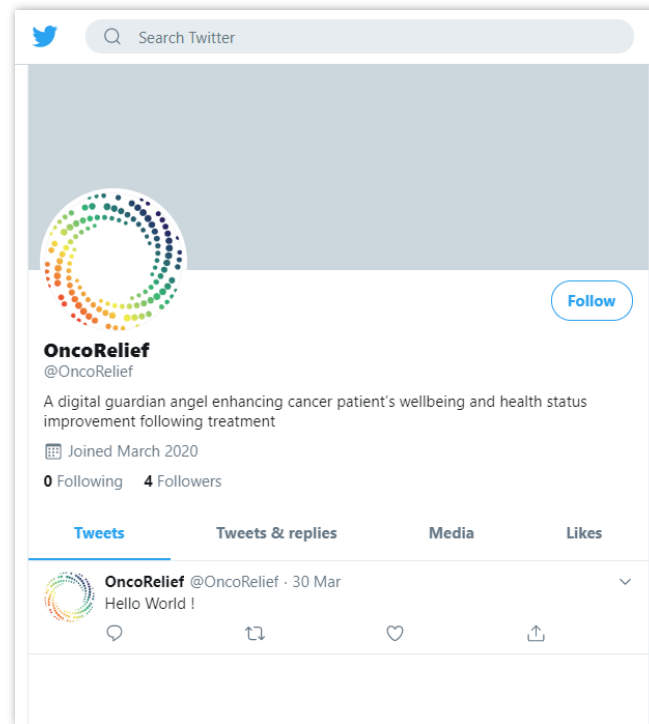
Figure 4: ONCORELIEF Twitter account.

5.2   **LinkedIn**

LinkedIn[2] is a social network targeted at professionals, facilitating employment and cooperation by promoting individuals' or organizations' areas of interest, skills, etc. The ONCORELIEF LinkedIn account is available at https://gr.linkedin.com/in/oncorelief-project-648a711a9. A screenshot of the ONCORELIEF LinkedIn account can be seen in Figure 5.

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[2] https://www.linkedin.com
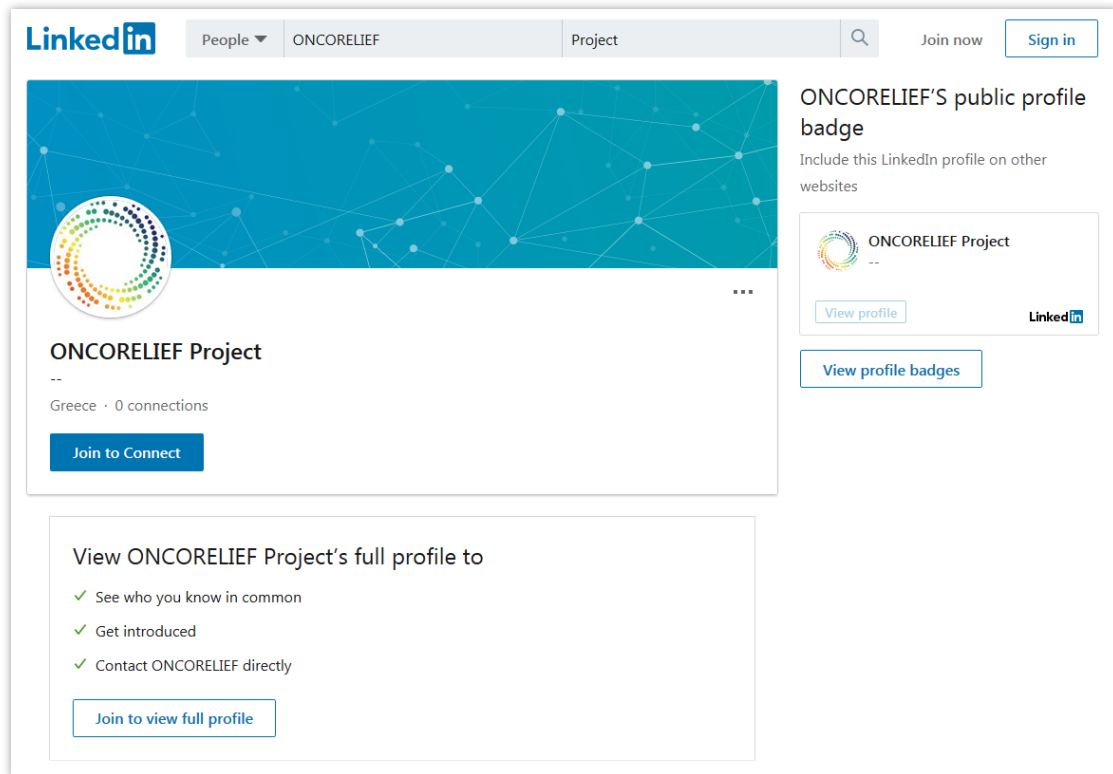
Figure 5: ONCORELIEF LinkedIn account.

5.3 **ResearchGate**

ResearchGate[3] is a social network targeted at researchers, where they can promote their research work and discover other researchers with similar interests, thus facilitating knowledge spread and cooperation. The ONCORELIEF ResearchGate account is available at https://www.researchgate.net/profile/Oncorelief_Project. A screenshot of the ONCORELIEF ResearchGate account can be seen in Figure 6.

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[3] https://www.researchgate.net/
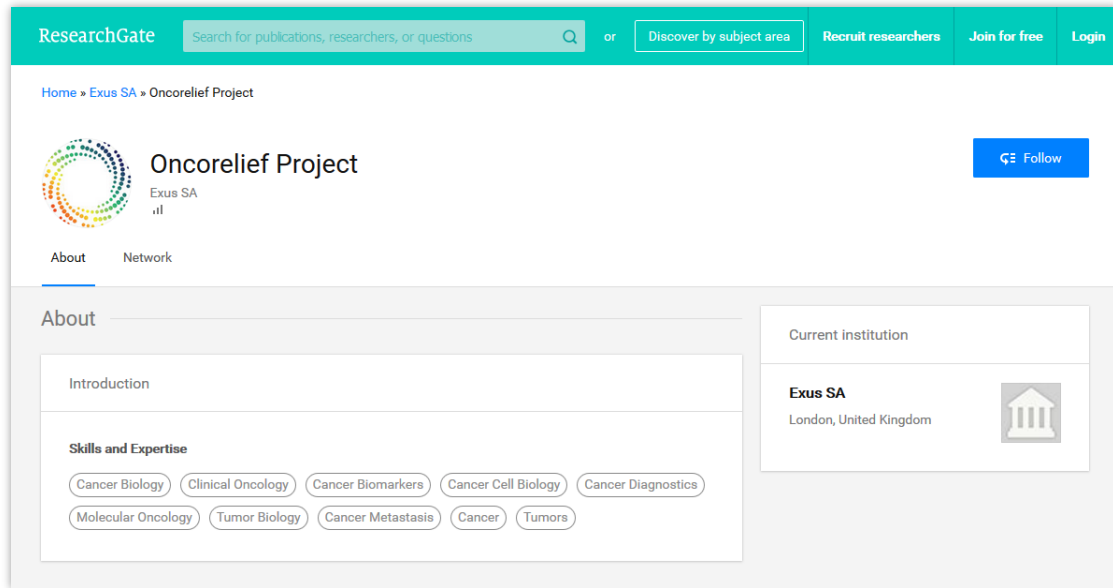
Figure 6: ONCORELIEF ResearchGate account.

6. First ONCORELIEF Leaflet

The first version of the ONCORELIEF project leaflet has been uploaded in the "Media Corner" section of the ONCORELIEF website. This trifold version has been established in order to provide a general overview of the project. More specifically, it presents the context, the aims, the vision, the objectives, the pillars and the project consortium. This is a printable version that can be used by the partners to promote the project when they participate to social and scientific events (meetings, conferences, etc.). There is also an editable version of the leaflet that can be used as a reference template for future project leaflets. Different versions of the leaflet can be found at https://oncorelief.eu/content/media-corner. Figure 7 and Figure 8 depict respectively the front and back page of the leaflet.

Figure 7: Front page of ONCORELIEF leaflet.

Figure 8: Back page of ONCORELIEF leaflet.

7. ONCORELIEF private repository

The ONCORELIEF project uses the Microsoft SharePoint in order to exchange material relative to the project, between partners. The content includes Announcements, and different folders such as Deliverables, Dissemination, Meetings, etc., so that the consortium members can upload or download the necessary material related to project activities. The ONCORELIEF private repository is available at:

https://exodusgr.sharepoint.com/:w:/r/oncorelief/

A screenshot of the ONCORELIEF SharePoint repository can be seen in Figure 9.
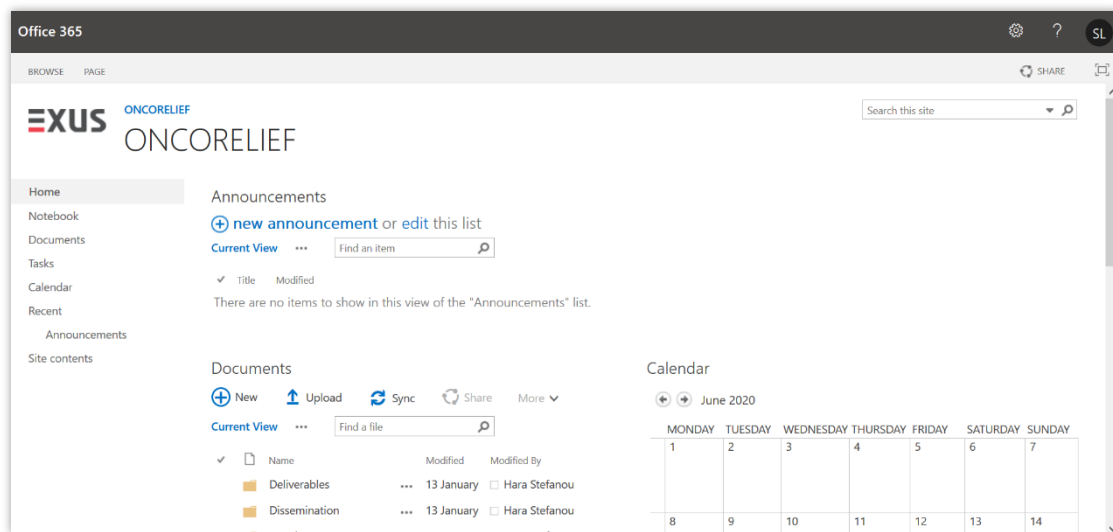

Figure 9: SharePoint front page for the ONCORELIEF project.

8. Conclusions

In this report we presented the first set of dissemination material that was produced in order to communicate the project to external stakeholders. Furthermore, we also provided insight into the website updates and the social media channels that were created to facilitate reaching-out activities.