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1 Objectives

The objective behind D8.2. “SERENE website & social media presence” is to establish a functional SERENE **website** and to ensure presence of the project in the **social media** to assist SERENE Partners in effective communication, dissemination, exploitation and replication of the SERENE results within Europe and internationally.

D8.1. “Plan for dissemination, exploitation and replication, and communication strategy” positions SERENE website and SERENE LinkedIn Profile as the two main Communication Tools. Please refer to D8.1 for other communication tools.

2 SERENE website

The dedicated SERENE website is the project’s central communication and dissemination tool, but also a point of reference and source of information, where the basic messages about the project (such as acknowledgement of EU funding, project goals, its partners) are presented. Furthermore, the project’s results, in line with the open access approach, will be made public here. It will also serve as a forum to announce major project events, relevant activities and news.

The SERENE website address is www.h2020SERENE.eu and it was launched on 20.12.2021.

Below figure presents the website’s overview.

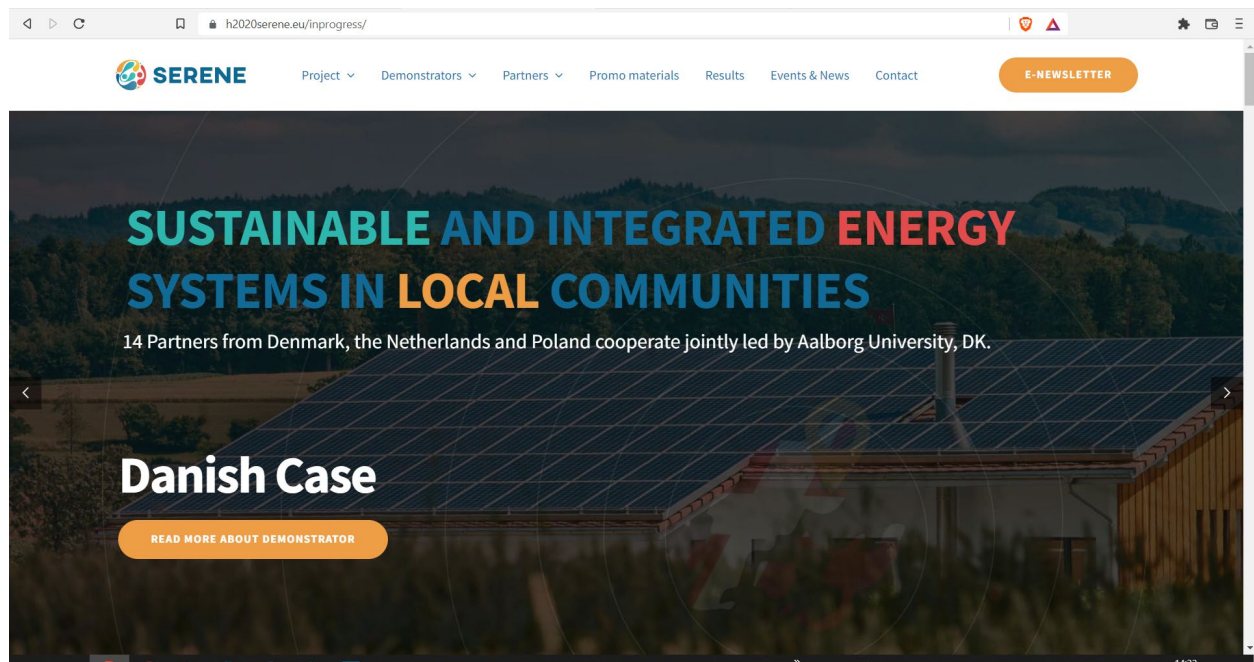


Fig. 1: SERENE website (overview)

In the beginning, whilst the project is establishing itself, the website will mainly play the role of an information board regarding the scope and objectives of SERENE. It will also provide contact information to the Project Coordinator and partners. Naturally, the project website will be updated and maintained

throughout the project to be an efficient tool for communication, both internally between the project consortium but also to interested external partners.

The website consists of the following subsections, which will be updated during the project lifespan:

- **Project/Objectives/Work packages/Bridge**
- **Demonstrators/Danish demo/ Dutch demo/Polish demo**
- **Partners** (Logotypes of Partners are presented and divided into particular cases; partners logotypes are interlinked with Partner's websites);
- **Promo materials** (E-newsletters, flyer, project stand/roll-up as well as brochures and promo videos will be available here for download)
- **Results** (this section will be devoted to presentation of all of the project deliverables, when finalised (in a format ready for upload), in an open-access formula and with respect to the IPR considerations);
- **Events&News** (here the recent information about project progress will be placed, such as eg. articles summarizing project events);
- **Contact.**

It should be noted that confidential project information is handled only via MS Teams. Since this is functioning well from the very beginning of the project, it was decided internally that SERENE project website will be a communication tool targeted only at **external** communication, dissemination, exploitation and replication activities. Adding MS Teams functionality to the SERENE website could be considered as "re-inventing the wheel" and it would not be effective both timewise and moneywise.

The use of a blog post on the SERENE website will be discussed among members of the Dissemination and Exploitation Board during the upcoming project meetings. This will make the SERENE website more lively, up-to-date and attractive. Further, it will enable quick updates and the sharing of information simultaneously via the website and the LinkedIn profile.

3 SERENE in Social Media

3.1 SERENE LinkedIn profile – general overview

As written in D8.1: *Having analysed "H2020 Programme – Guidance - Social media guide for EU funded R&I projects, Version 1.1, 07 January 2020¹", it was decided that a SERENE profile was needed in the LinkedIn Social Media Network. Since LinkedIn is considered as a network for professionals, it was decided that SERENE should be communicated and disseminated through this channel in order to maximise any professional 'networking opportunities' (ref. to Annex 3 SERENE Networking Strategy) and to seek potential synergies with other projects, initiatives and platforms with a similar focus.*

¹ https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

The dedicated SERENE profile was created on LinkedIn already in M2. The name of the project profile is: **SERENE H2020 project** and its dedicated hashtag is **#H2020SERENE**. Currently (as of 2.12.2021), the profile has **233** unique followers (see Figure 2).

External link to the profile is:

<https://www.linkedin.com/company/serene-h2020-project/?viewAsMember=true>

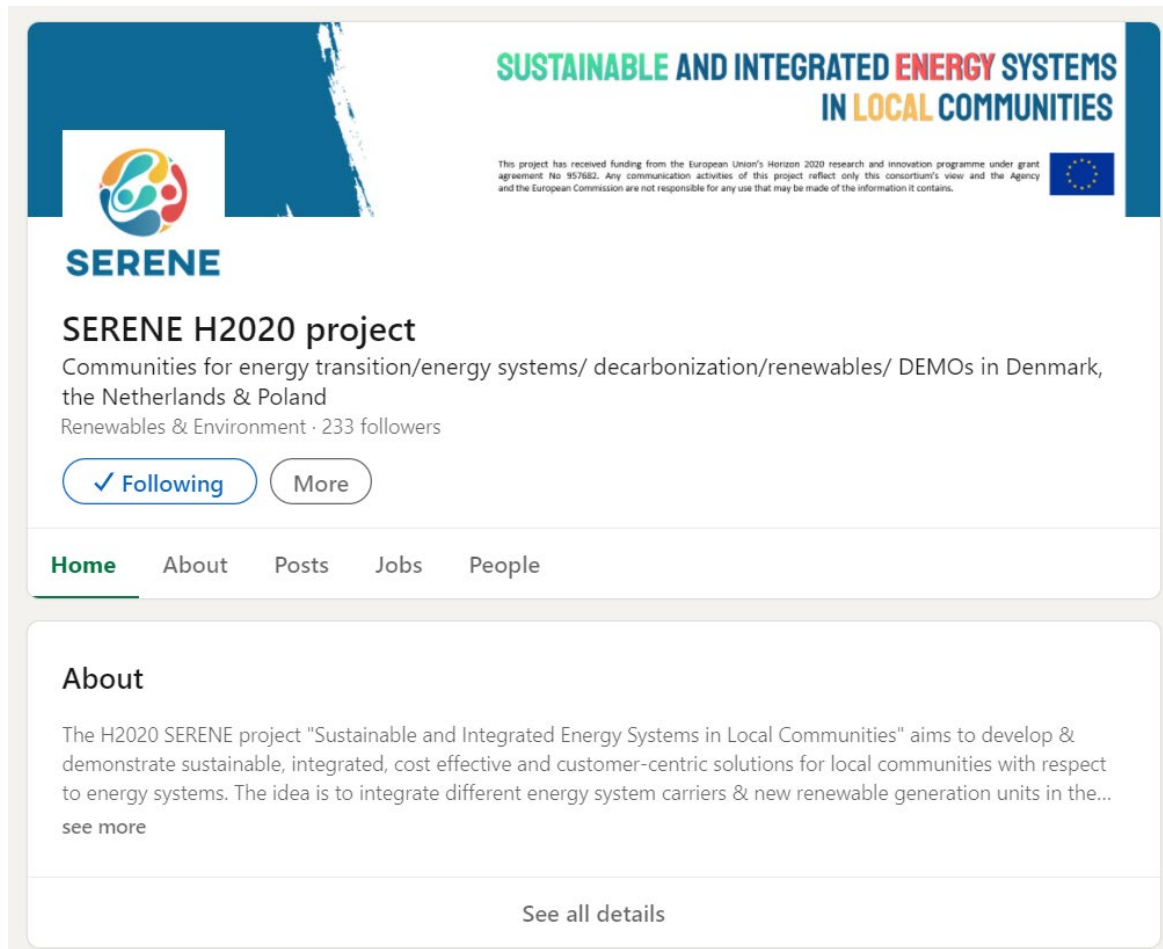


Fig. 2 “SERENE H2020 project” profile on LinkedIn

The SERENE LinkedIn profile aims to function as a natural portal for potential customers and end users, journalists, the EU Commission and other interested parties. This communication tool is used as a channel both for communication as well as for dissemination of results (through sharing information about projects results and how/where they can be accessed).

When posting info about SERENE (e.g. when using partner’s organization or personal profiles), all the SERENE partners, are obliged to add the following hashtag: **#H2020SERENE** as well as **#CINEA**. It is also highly advised to mention the Project Coordinator and all the project partners by their @Organisation name. Further, referring to SERENE profile in the partner’s post via **@SERENE H2020 project** will ensure that the Partner’s post is interlinked with SERENE’s main profile.

In order to ensure that the most important project news are communicated via this profile, **all the partners were asked for informing the WP8 co-Leaders about any activities that could be communicated via the SERENE LinkedIn Portal.** These include activities such as the presentation of SERENE during external events (seminars/conferences/fairs etc.) or project events organised by the partners themselves. A photo to document the event must be included.

3.2 SERENE LinkedIn profile – analytics

3.2.1 Visitors

The below figure (generated by LinkedIn) presents traffic metrics for page views over time. Mobile metrics include LinkedIn native apps and mobile web browsers.

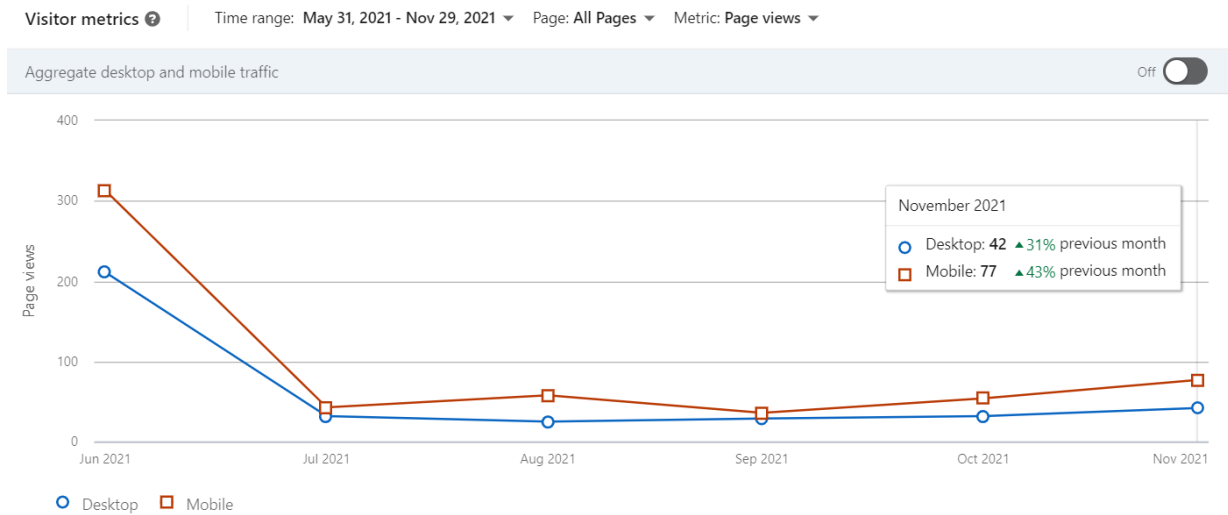


Fig. 3 Traffic metrics for page views over time for SERENE H2020 project’s profile (source: LinkedIn)

Whereas the below figure presents the visitors demographics with respect to the represented top industries among visitors (in number & %).

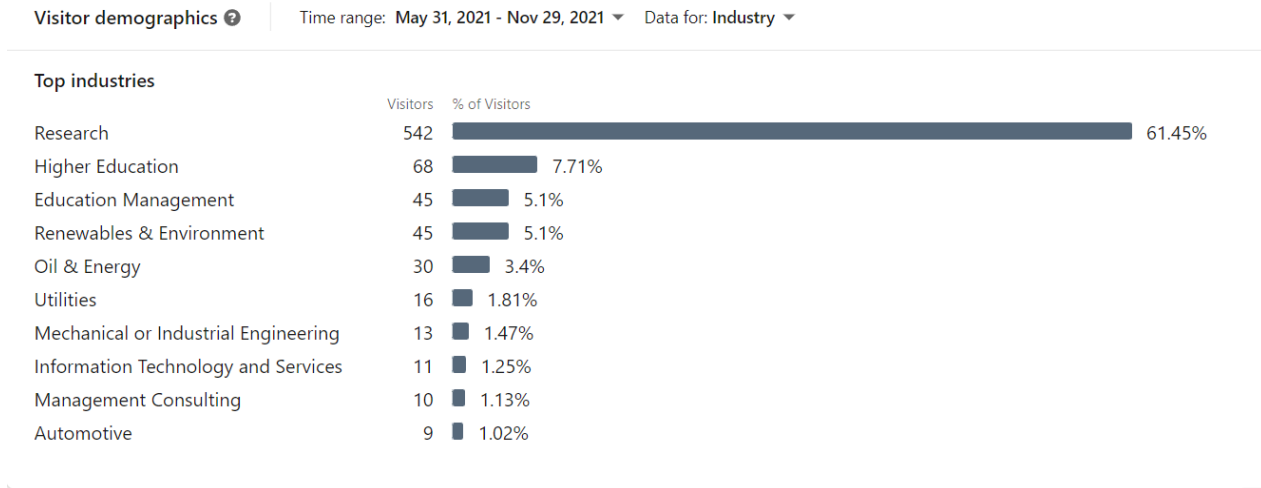


Fig. 4 Visitors demographics with respect to the represented top industries among visitors for SERENE H2020 project’s profile (Source: LinkedIn)

3.2.2 Updates

So far (as of 03.12.2021), “SERENE H2020 project” profile was updated (i.e. new posts were added) 11 times. The first information was posted on 4th of June 2021 about the project kick-off. It can be expected that the frequency of posting will increase during the project lifespan, when project enters its actual realization phase and its activities take up speed.

Page posts

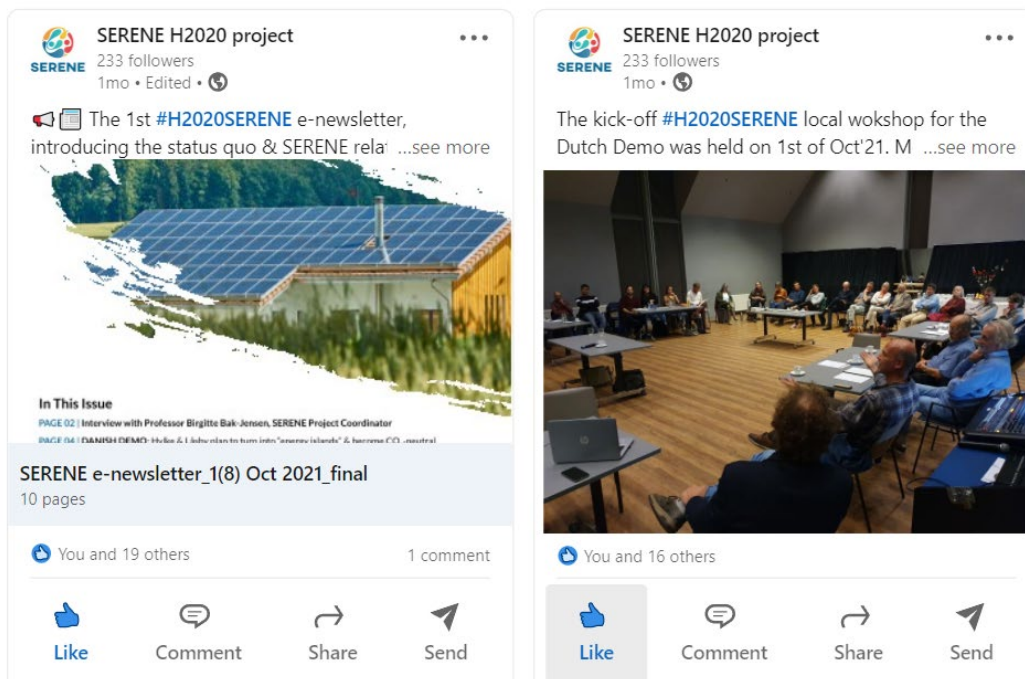


Fig. 5 Examples of posts on SERENE LinkedIn profile.

The below figure presents engagement rate of visitors over time. Engagement rate is calculated as: (Clicks + Likes + Comments + Shares + Follows) / Impressions. Engagement rate coincides with projects news being posted.

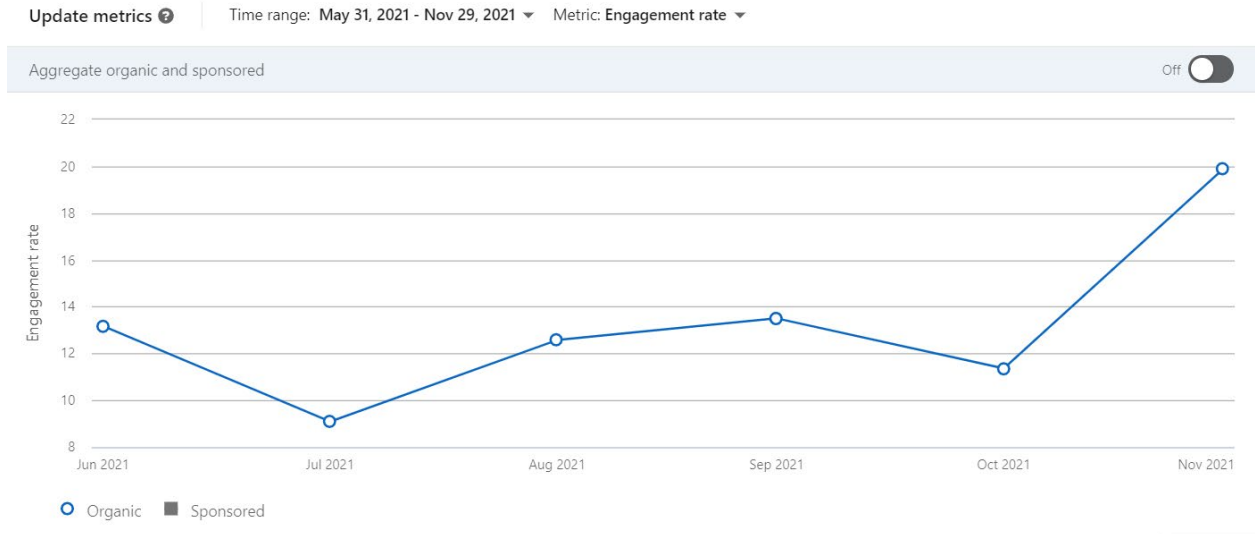


Fig. 6 Engagement rate over time for SERENE H2020 project's profile (Source: LinkedIn)

3.2.3 Followers

The below figure presents new SERENE H2020 project's profile Followers versus time. Total Followers (as of 03.12.2021) is 233.

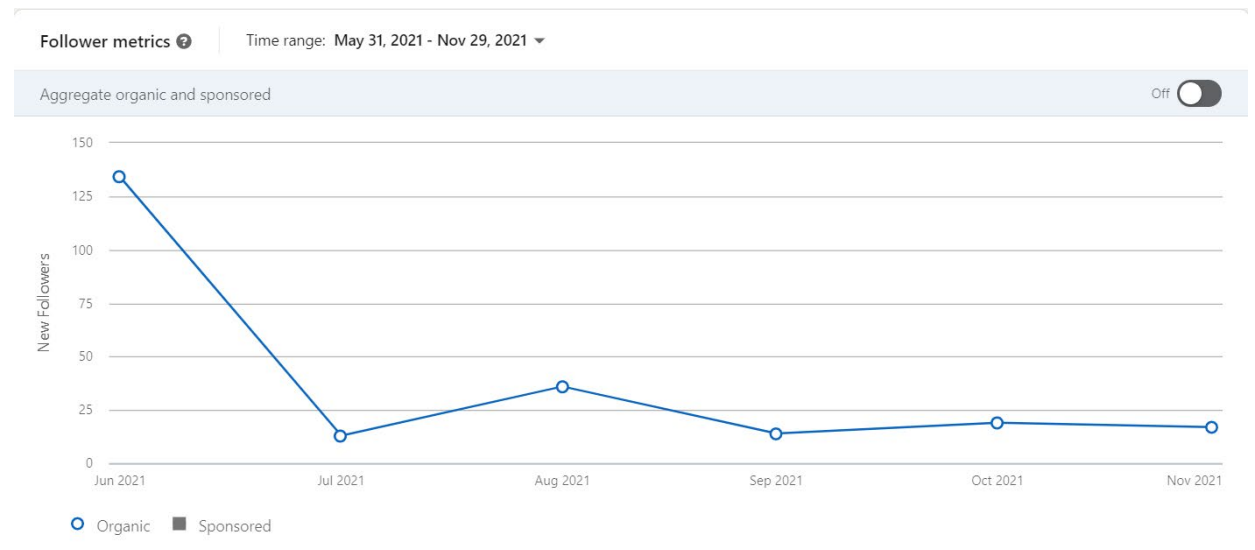


Fig. 7 New Followers over time for SERENE H2020 project's profile (Source: LinkedIn)

3.3 Other social media

The use of other social media channels such as Facebook, Twitter, Instagram etc., will be occasional and largely achieved **through existing partner profiles**. Such profiles, already followed by a number of followers, predominantly from local communities, can be used as a very effective channels for communication of particular events/surveys etc. These are naturally held in local languages.

The following are the examples of SERENE presence in social media (other than LinkedIn):

3.3.1 Danish Case

Not yet, but planned.

3.3.2 Dutch Case

Not yet, but planned.

3.3.3 Polish Case

3.3.3.1 ENERGA SA Facebook profile

The address of the **ENERGA SA Facebook profile** is <https://www.facebook.com/EnergaSA>. It has 8155 Followers (as of 14 Dec 2021). Below is the exemplary print screen of a post communicating SERENE event (in Polish language).



Fig. 8 Info about SERENE project meeting posted on the ENERGA SA Facebook profile (as of 9.12.2021)

3.3.3.2 GMINA PRZYWIDZ Facebook profile

The address of the **GMINA PRZYWIDZ Facebook** profile is

<https://www.facebook.com/PrzywidzEkostrefa>. It is followed by 1762 users (as of 14 Dec 2021). Below are the exemplary print screens of posts communicating SERENE event (in Polish language).

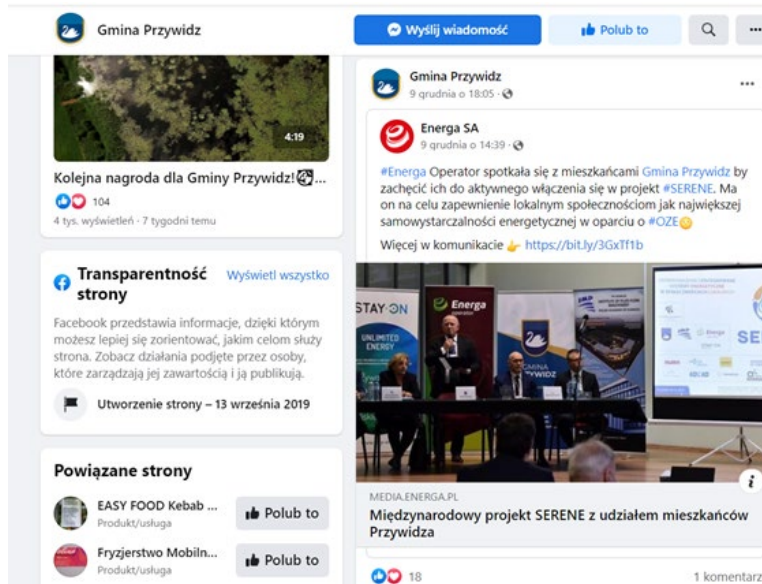


Fig. 9 Info about SERENE project meeting posted on the GMINA PRZYWIDZ Facebook profile (as of 9.12.2021)

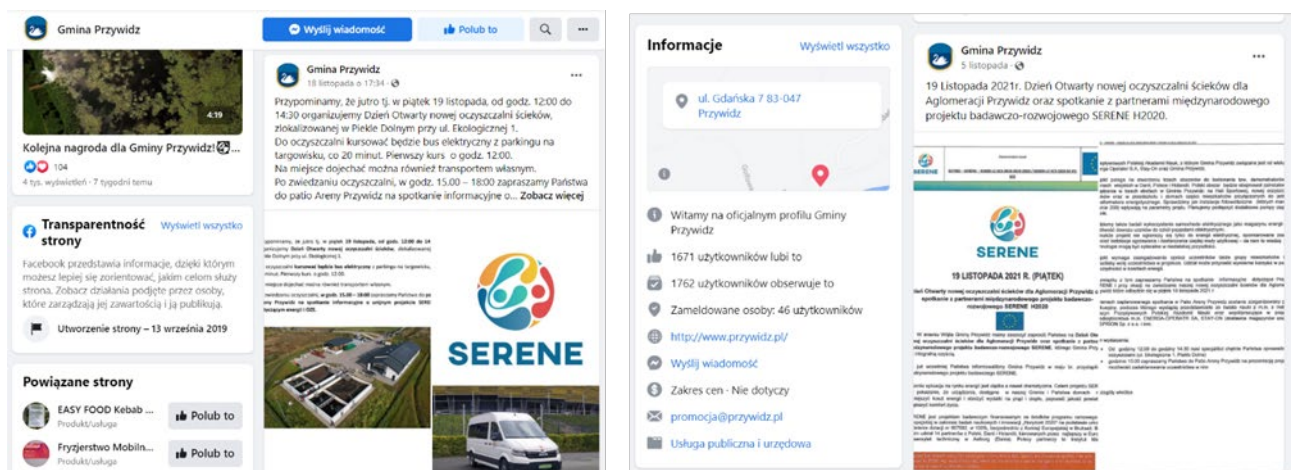


Fig. 10 Invitation to the SERENE project meeting posted on the GMINA PRZYWIDZ Facebook profile (as of 18.12.2021)

4 Conclusions and outlook

- SERENE website & SERENE social presence in LinkedIn follow the guidelines for written and visual identity (“SERENE Visibility Guidelines” – annex to D8.1) to ensure the coherency of the project’s: communication (both internal and external), dissemination of results, exploitation, and replication.
- All publications, presentations and descriptions of completed deliverables will be made public to the extent it is possible without violating the Intellectual Property Rights (IPR) as set out in the Consortium Agreement.
- The language of the website is English.
- The D8.2 is built based on guidelines from European Commission available from: (https://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm).