

## D5.2 Evidence of Project Website, Blogs and Social Media

### WP5 Communication, Exploitation and Dissemination



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Quality Control	
<b>Author(s)</b>	
Päivi Salminen	Salumedia Labs
Valentina Quiroga	Salumedia Labs
<b>Editor(s)</b>	
<b>Reviewed by</b>	
Anne Marie Tennyson Barry	UCD
<b>Approved by</b>	
Tara Cusack	UCD

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## 1. Summary

This is Deliverable 5.2 Evidence of Project Website, Blogs and Social Media of the CHAMELEONS project. CHAMELEONS is a 2-year project aiming to design, deliver and evaluate a range of interdisciplinary, intersectoral and international modules that will broaden PhD graduate skills, improve their employability in both academic and non-academic environments and equip them to solve societal challenges in the area of connected health.

The CHAMELEONS project website was designed and published online in June 2020 in the URL <https://www.chameleonsproject.eu/>. The website was designed in a mobile friendly way, because many young people use their mobile phones for surfing on the internet, especially when they find a link to a website in social media. The website has the same functionalities and content in mobile phone as in desktop. The current version of the website will be improved by adding more content and information on the project itself and through updating it with new blog posts.

In the CHAMELEONS project we will also use a blog to promote the action. The blog is online on the website at <https://www.chameleonsproject.eu/blog>. The project partners and PhD graduates within their networks will contribute to writing blog posts, which will be helpful for training on how to write to general public in a simple language research career related topic. The blog posts will be further disseminated through social media.

The CHAMELEONS project has established social media accounts in June 2020 both in Twitter [https://www.twitter.com/chameleons\\_eu](https://www.twitter.com/chameleons_eu) and in Instagram [https://www.instagram.com/chameleons\\_eu](https://www.instagram.com/chameleons_eu). The Twitter account is aimed at the academic and non-academic sector, while Instagram is aimed at a younger audience, PhD graduates and students. The project will need further work in order to increase the follower base in each platform.



## 2. Introduction

The CHAMELEONS project consortium must promote the project and its results in an effective way, according to the Article 38 of the Grant Agreement, by **communicating** information to different audiences, including also the mass media and general public in addition to the scientific community, and potentially by engaging in a direct communication.

**Dissemination** advances the progress of science in general and includes sharing the research results and findings with the rest of the scientific community and potential users, e.g., research colleagues, peers, industry, policy makers, etc. In terms of CHAMELEONS dissemination is primary targeted at PhD supervisors, education designers and employers across various industries and sectors.

In support of dissemination activities, broad communication actions are undertaken to promote project objectives, activities and findings. Communication spans all stakeholders' groups but will focus on PhD students and graduates, educators at a generic level, employers both academic and non-academic, and the general public.

## 3. Goals of Website, Blogs and Social Media Usage

The goals of the CHAMELEONS project website are as follows to:

- Present the project overview and objectives.
- Present the project partners.
- Contact the people at which the project is aimed.
- Answer questions for people participating in the project.
- Provide an application point.
- Inform the general public and young people about the advantages and disadvantages of undertaking a PhD.
- Provide information on upcoming CHAMELEONS events.

The goals for having a social media presence are to:

- Raise awareness of the project.
- Raise awareness of the advantages and disadvantages of undertaking PhD studies.
- Build a network of collaborations outside of the CHAMELEONS consortium.
- Engage the public.

## 4. Content and Structure of the Website

The website plays an important part in the dissemination and public outreach of CHAMELEONS. The website of the project is found at the URL [www.chameleonsproject.eu](http://www.chameleonsproject.eu). The primary aim of the website is to have all the important information of the project in one place and to disseminate the project.

The CHAMELEONS website was published online on the 8<sup>th</sup> June 2020 as seen in the image below, and at the time of writing this deliverable it has got 214 total site sessions (a session is all of the actions done by a visitor), and 156 unique visitors.

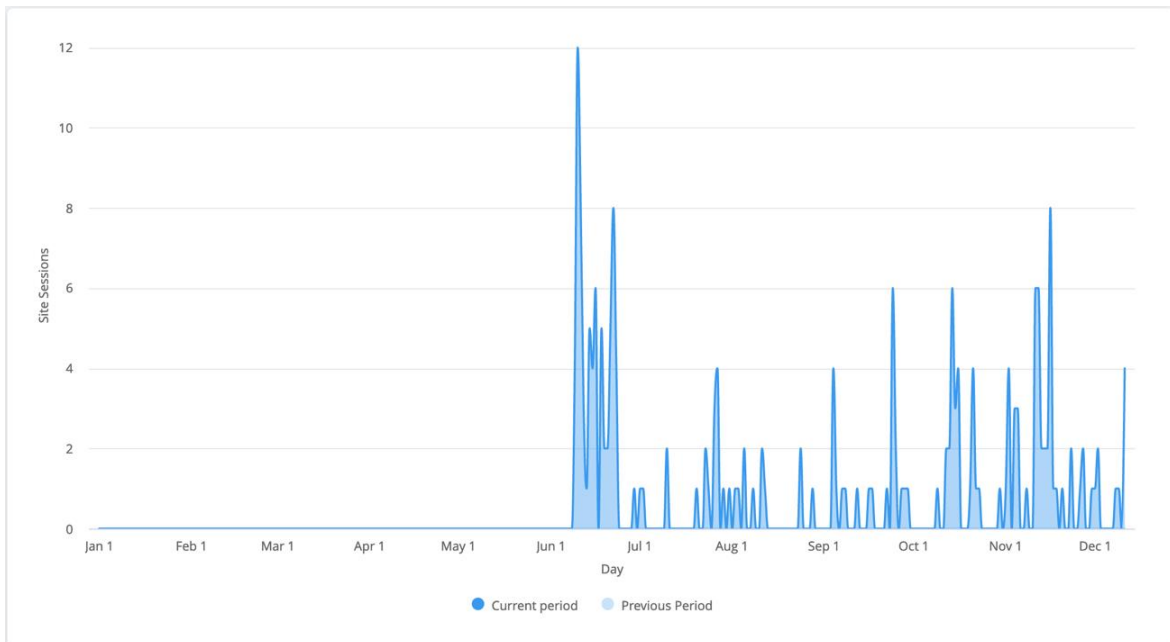


Figure 1 CHAMELEONS website traffic overview from year 2020

#### 4.1 Desktop Version of the Website

The desktop version of the website has a horizontal navigation bar in the header that looks the same in all the pages. When moving the computer mouse to the About page, it opens two sub-pages Main Goals and Partners. When clicking **About**, it opens a page with brief information about the project. When clicking **Main Goals**, it opens a page with a paragraph of the main goals of the project and an image visualising the goals. The **Partners** page has a brief description of the project partners and their logos.

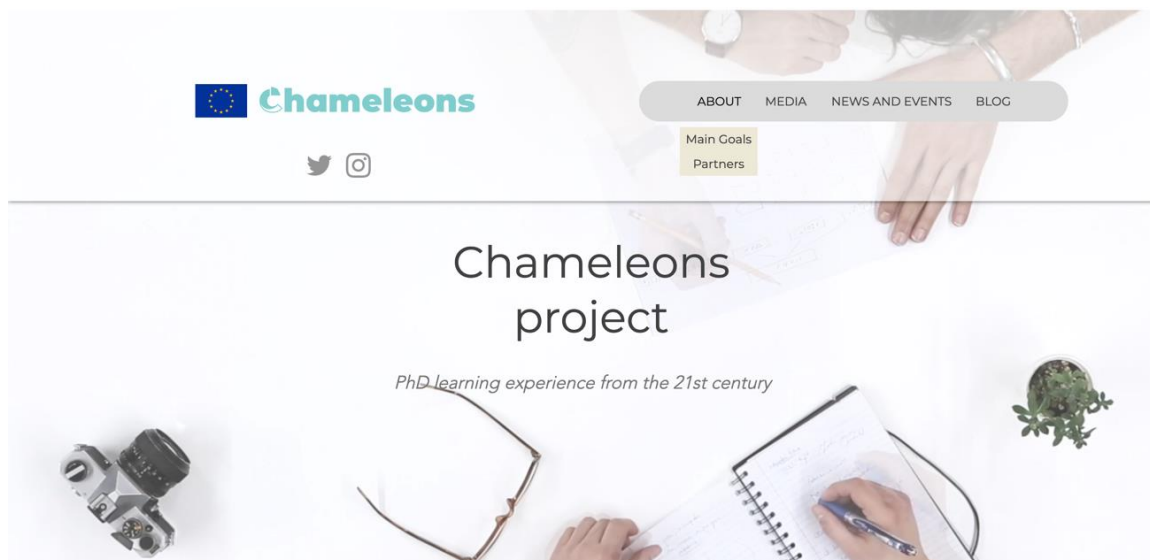


Figure 2 Home page and navigation bar of the CHAMELEONS website

When clicking **Media**, it opens a page where the visitor can download the CHAMELEONS project logo and also a flyer that can be shared in social media. When the project has the brochure ready designed, it will be also available in this page.

The page **News and Events** will have the latest news of the project updated regularly. The page **Blog** will store all the blog posts done for the project that will be available to be read by anyone and shared in social media.

The CHAMELEONS project logo that is situated on the left-hand side from the navigation bar is a button that takes the visitor back to the **Home** page. In addition to the logo, on the top left corner of the website, there is the EU Emblem and direct links to the project's social media accounts.

The footer of each page looks the same. It has direct links to the project's social media accounts and the EU Emblem together with the text on the funding.

## 4.2 Mobile Phone Version of the Website

The website was designed in a mobile friendly way, because many young people use their mobile phones for surfing on the internet, especially when they find a link to a website in social media.

The website has the same functionalities and content in mobile phone as in desktop. The only difference is the navigation bar on top that is behind the "hamburger" button placed on the top right corner of the website.

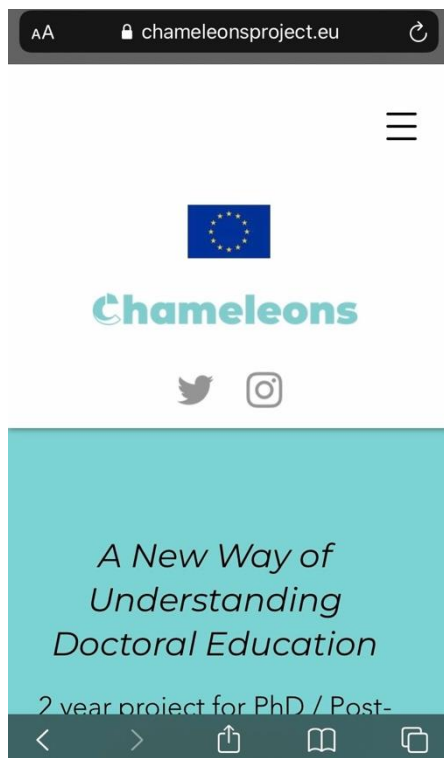


Figure 3 Home page of the CHAMELEONS website in mobile

## 4.3 CHAMELEONS Logo and Branding

**Logomark and logotype:**

The logo mark consists of a semi-circle letter C under a chameleon like shape overlaid on top of it as seen in the below image. The logo and the standards of its use are available for download in the shared Google Drive.

LOGO MARK



LOGO



LOGO HORIZONTAL



### Typesetting:

In the logo title the font *Montserrat* is used for complementing the logo mark. For longer texts it is recommended to use the font *Inter*, as *Montserrat* becomes too “heavy” for the eye.

The fonts are available for download to beneficiaries’ computers in the shared Google Drive.

### Colour palette:

The CHAMELEONS colour palette is vibrant and welcoming with a nod toward natural elements, warmth, and comfort. The primary colour to be used is *turquoise* HTML #7BD5D3; RGB 123, 213, 211; CMYK 48, 0, 21, 0. The recommended secondary colour to be used is *coral* HTML #FF4E4C; RGB 255, 78, 76; CMYK 0, 84, 68, 0.

These fonts and colours are used throughout the project website, social media, project document and presentation templates, and communication and dissemination materials.

## 4.4 EU Emblem

Due to being funded by the European Union we have the obligation and right to use the EU emblem in all activities related to the project. This includes a) the display of the EU emblem, and b) the following text:



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under grant agreement No 873105

Below is the project logo together with the EU emblem.





Figure 4 CHAMELEONS logo with the EU emblem

## 5. Blog

The blog of the project can be found on the website behind the URL <https://www.chameleonsproject.eu/blog>

CHAMELEONS project partners and PhD students, PhD graduates, etc. within their network will contribute by writing blog posts that will be published on the website and disseminated through social media. This activity is not only important for informing the general public about the project, but also for young people to learn about the things they need to consider when choosing their future career and for the writers themselves to practise writing in plain language.

## 6. Social Media

The CHAMELEONS' social media presence is crucial communication support for the dissemination of research and outputs in the project and is therefore a key part of the project. This is because CHAMELEONS is interdisciplinary, intersectoral and international project and an online presence is essential to reaching all parties across the countries and sectors.

Twitter and Instagram are used for spreading information about the project's activities, and general information about undertaking PhD studies, having research as a career option, and communicating the main results and outputs. For CHAMELEONS we chose to have social media presence in Twitter and in Instagram, because young people and especially females, considering the gender balance, mostly use Instagram for their daily social media activities, and both academics and non-academic sectors are heavily involved in Twitter. Being active in both social networks will contribute to build a community of followers and foster their engagement. Both accounts have as a username @chameleons\_eu, which is excellent in terms of not having to remember multiple different profile names.

The social media accounts are in the following links:

- Twitter: [https://www.twitter.com/chameleons\\_eu](https://www.twitter.com/chameleons_eu)
- Instagram: [https://www.instagram.com/chameleons\\_eu](https://www.instagram.com/chameleons_eu)

### 6.1 Twitter

The academics and non-academics that we can reach through Twitter are the ones who we are contacting to get to know their specific experiences on the knowledge needed in their sector and what new employees should know.

The Twitter account was created in June 2020, and at the time of writing this deliverable has 40 followers, is following 16, and has tweeted and re-tweeted 8 times. Below is an image taken from the account in Twitter.



Figure 5 CHAMELEONS Twitter account

## 6.2 Instagram

In CHAMELEONS we are targeting the young people from, because they are facing career choices and advices in their lives and are the main target audience to CHAMELEONS' modules. We also need to recruit young people, PhD graduates, etc. to know their unmet needs and to evaluate the modules we are offering.

The Instagram account of CHAMELEONS was created in June 2020, and at the time of writing this deliverable the account has done 2 posts and has 6 followers. Below is an image taken from the account in Instagram.

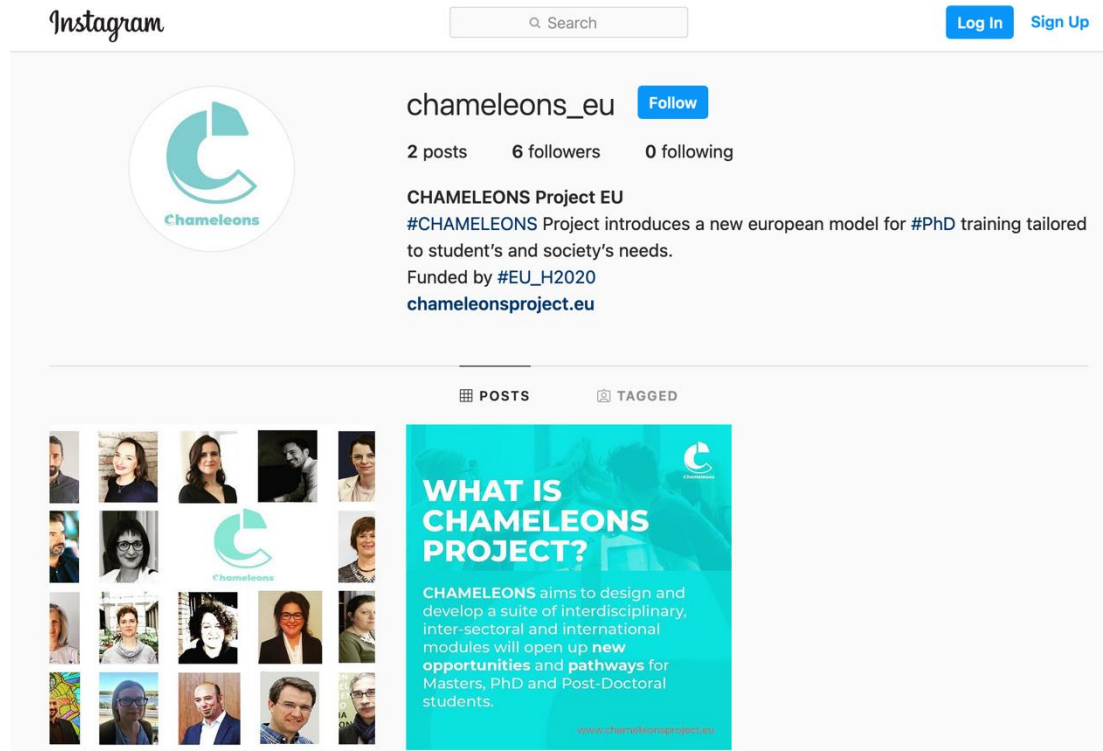


Figure 6 CHAMELEONS Instagram account

### 6.3 Hashtag (#)

The hashtag to be used throughout the project lifecycle when disseminating and communicating the project online is:

#CHAMELEONSproject

With an online hashtag follow-up, we can measure and quantify the impact the project is having, how much the project partners spread information about the project, how much public is talking about the project online, etc. In addition, it is recommendable that together with the hashtag the CHAMELEONS social media accounts are mentioned in each post for efficient likes, re-tweets, etc.

## 7. Conclusions and Next Steps

The first edition of the CHAMELEONS website has been designed and published online. We will continue to work on adding more content about the project itself, as the site works as the main dissemination channel for the project.

It is planned that the blog is actively updated on the website and disseminated further through CHAMELEONS' social media channels.

The social media needs more work in the future. SALUMEDIA as the WP leader will take the main responsibility for creating content and sharing them in social media together with the support of the Project Manager.