Project No.:	687961
Project acronym:	RespiceSME
Project title:	Regional, National and European Support for Photonics Innovation Clusters enhancing SMEs Innovative Potential
Instrument:	Coordination and Support Action
Programme:	ICT-27-2015: Photonics KET
Start date of project:	01.01.2016
Duration:	24 Months

Deliverable 5.3
RespiceSME website
And social media channels

Deliverable Name	RespiceSME website and social media channels
Deliverable Number	D 5.3
Work Package	WP 5
Associated Task	T 5.2
Covered Period	2016-01-01 to 2017-12-31
Due Date	M 04 (April 2016)
Completion Date	M 04 (April 2016)
Submission Date	01.05.2016
Deliverable Lead Partner	Partner 1 - SEZ
Deliverable Author	Samantha Michaux

Dissemination Level		
PU	Public	**X**
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Table of content

1. Project's website 3

1.1. Layout and structure 3

2.2. Implementation and content 4

Implementation 4

Content 4

2. Social media channels 10

2.1. Twitter 11

2.2. LinkedIn 11

Conclusion 12

Objectives

The following deliverable reports on the activities of T5.2 'Project's website' and T 5.4 'Social media presence' which aim at:

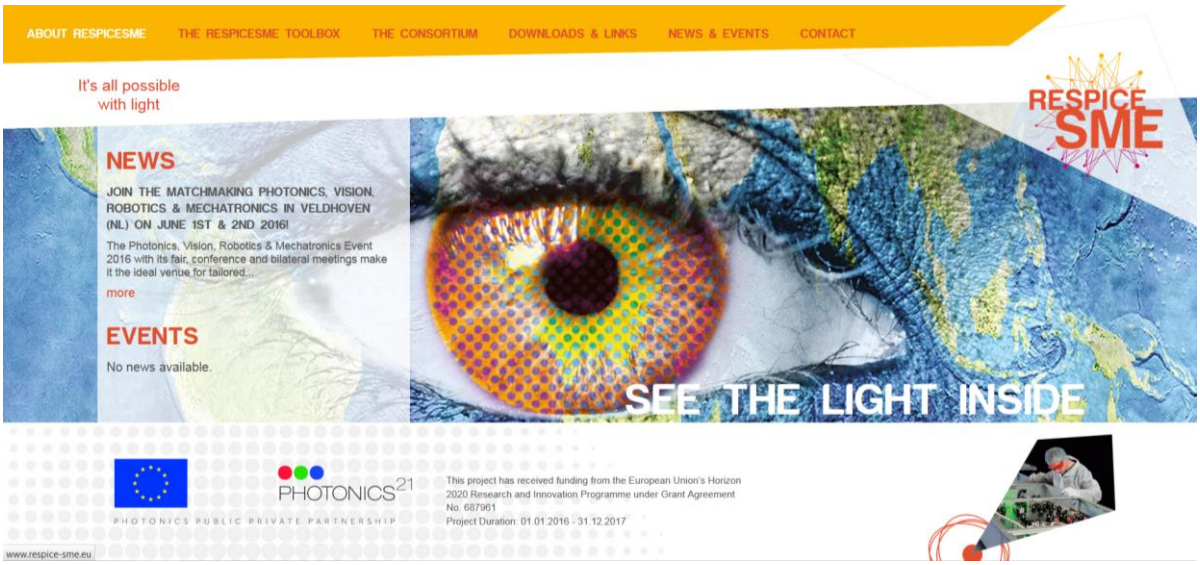
- Communicating and disseminating the project progress and results;
- Supporting the visibility of the project among the respective target groups;
- Providing an interactive exchange of relevant information between the project partners and targeted stakeholders of RespiceSME.

Both communication media are in accordance with the official Corporate Identity of the project (see D.5.2).

1. Project's website

1.1. Layout and structure

The website's layout is based on the developed Corporate Identity and in alignment with the design of the project brochure.



The website gathers all relevant information related to the project and serves as communication tool not only among the stakeholders, but also with all project's collaborators. All promotional materials (T5.3) as well as project results are disseminated through the website. It represents therefore the central pillar of the project's dissemination strategy.

A comprehensive and dedicated structure for the website has been elaborated:

- About RespiceSME: This section contains general information about the project such as the overall concept, impacts and benefits of the project.
- The RespiceSME Toolbox: This section is dedicated to the tools developed around the 3 dimensions of the project
- The Consortium: Presentation of the 10 project partners including short presentation of their organisation and a link to their own website.
- Downloads & Links: This section provides links to similar projects (CSAs) to build synergies with RespiceSME and contains a download section where all communication media (Newsletters, flyer, etc.)

are available for download. Besides, a register field for subscribing the project newsletter is here available.

- News & Events: All relevant events and planned activities are announced in this section, providing main information and links to the respective websites.
- Contact: This section provides the contact information of the project coordinator and a register field for subscribing for the project newsletter.

2.2. Implementation and content

Implementation

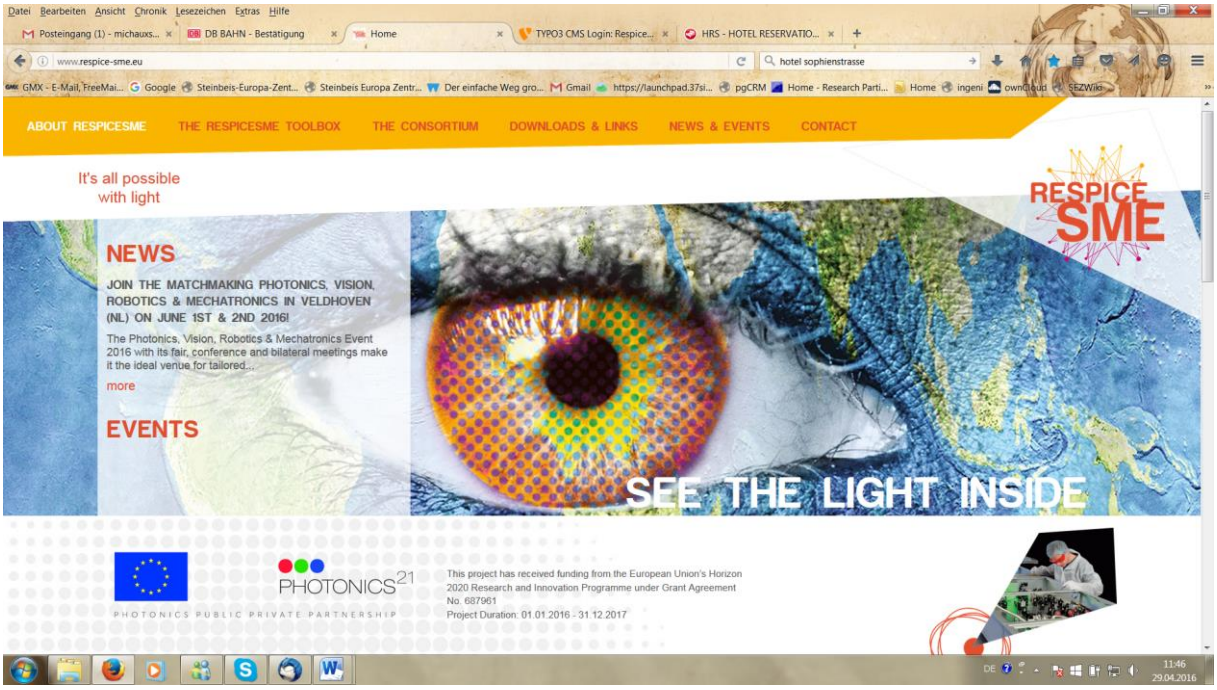
The website has been implemented with the content management system, Typo3, a well-known and well-supported, scalable and most powerful open-source system for managing website content. The website backed by this system is hosted on a leased managed web space on a physical server located in Germany.

The RespiceSME website is accessible since Mid-April 2016 under the EU-domain www.respice-sme.eu.

Content

- Homepage

The homepage contains the key visual of the RespiceSME project (see figure below). The key visual is the first thing recognizable for visitors of the website. Embedded in the project banner is a newsfeed that provides information on current events and news relevant to the photonics sector with links to the news/events section, where further information will be provided. RespiceSME is funded under the Photonics Public-Private Partnerships and the flagship of the ETP Photonics21, which explains why the respective logos appear on the front page.



About RespiceSME

This section provides general information about the project (*RespiceSME in a nutshell*) and on the impacts and benefits for the targeted stakeholders.

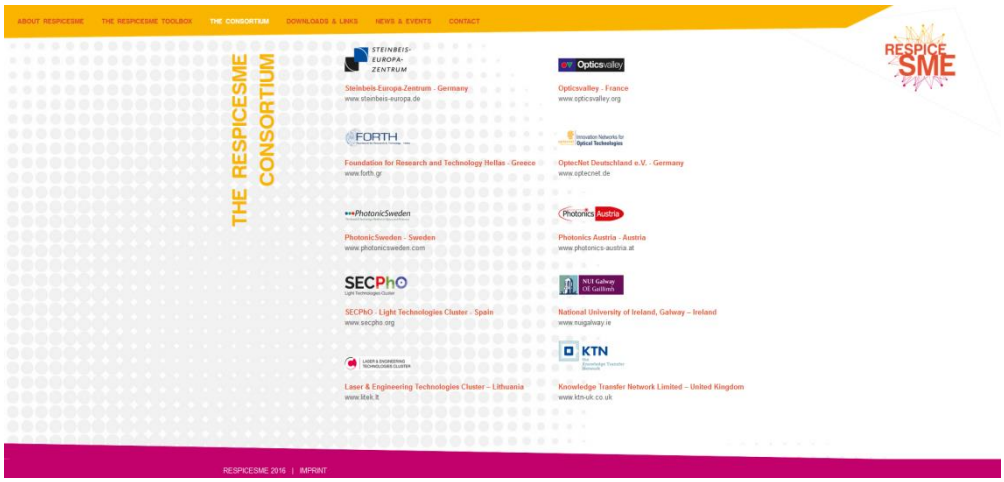
The RespiceSME Toolbox

This section consists of presenting the developed tools in the 3 respective dimensions of the project:

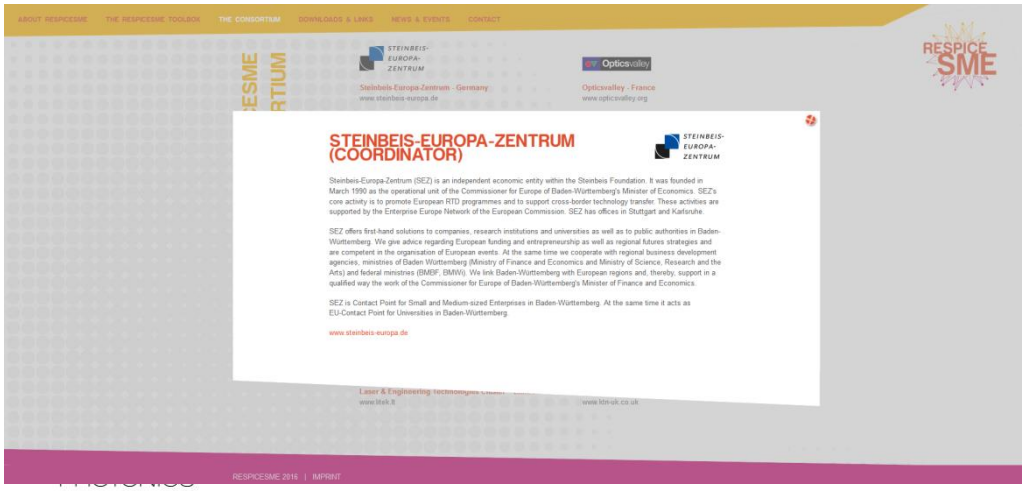
1. Enabling Innovation potential of high-tech photonics SMEs
2. Stimulating new business collaborations in and beyond photonics
3. Building innovation capacities for value creation in SMEs.

The Consortium

This section presents the consortium of RespiceSME, composed by 10 partners.

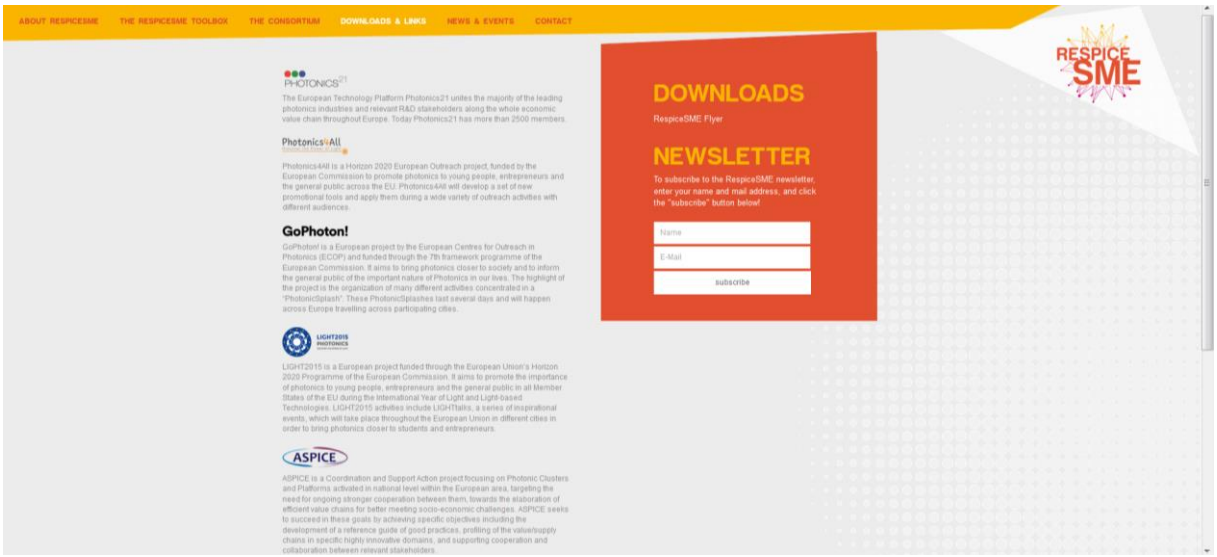


By clicking the logo or the name of each partner, a pop-up window appears giving detailed information about the partner organisation.



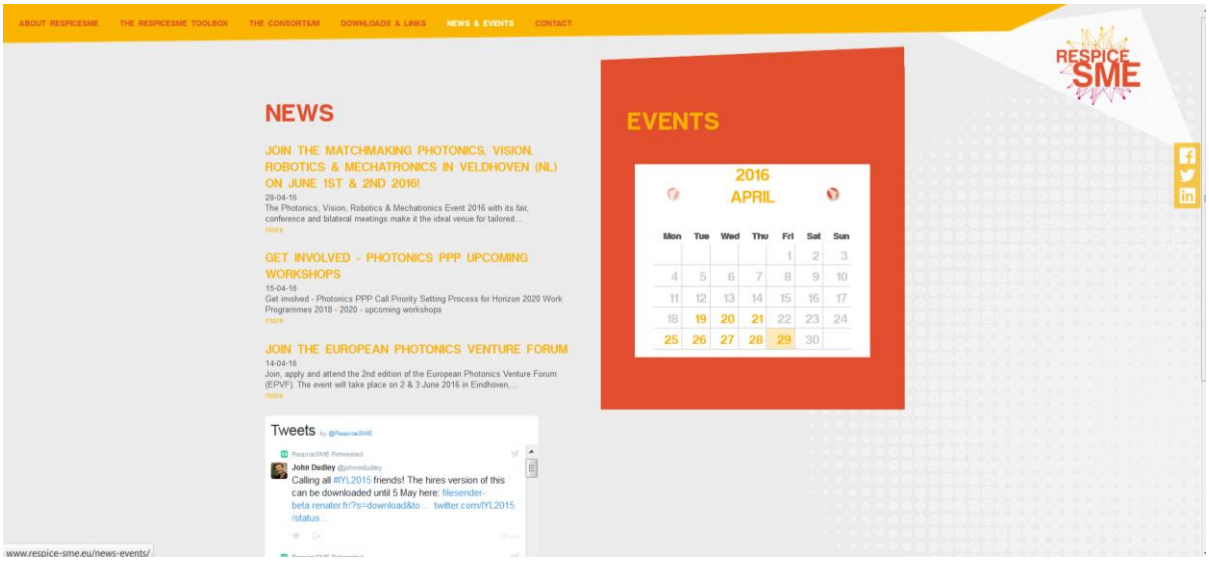
Downloads & Links

In addition to a 'download area' where all communication media such as flyer, communication kit, newsletter, etc. and public project deliverables related to the RespiceSME tools are available for download, this section provides links to relevant Photonics CSAs, other European projects and organisations related to the project. Furthermore, the website's visitors have the possibility to subscribe the project newsletter.



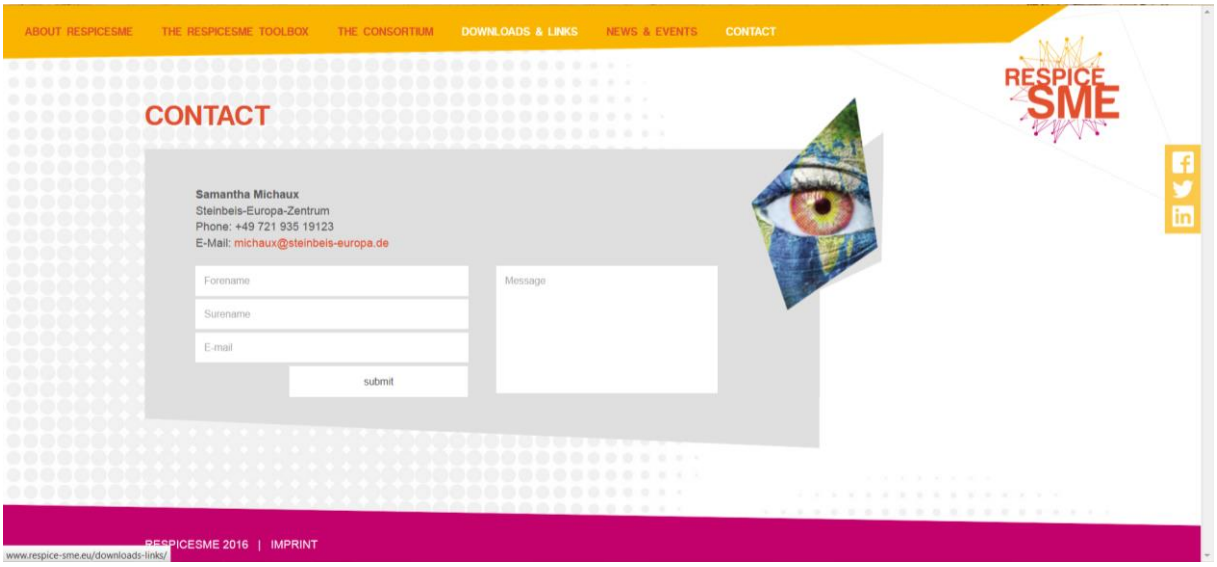
News & Events

Project events and information on other events relevant to the topic of Photonics including links are located in this section. Also relevant news and corresponding links will be published here. This section is also directly with the Twitter account of RespiceSME showing all actual tweets.



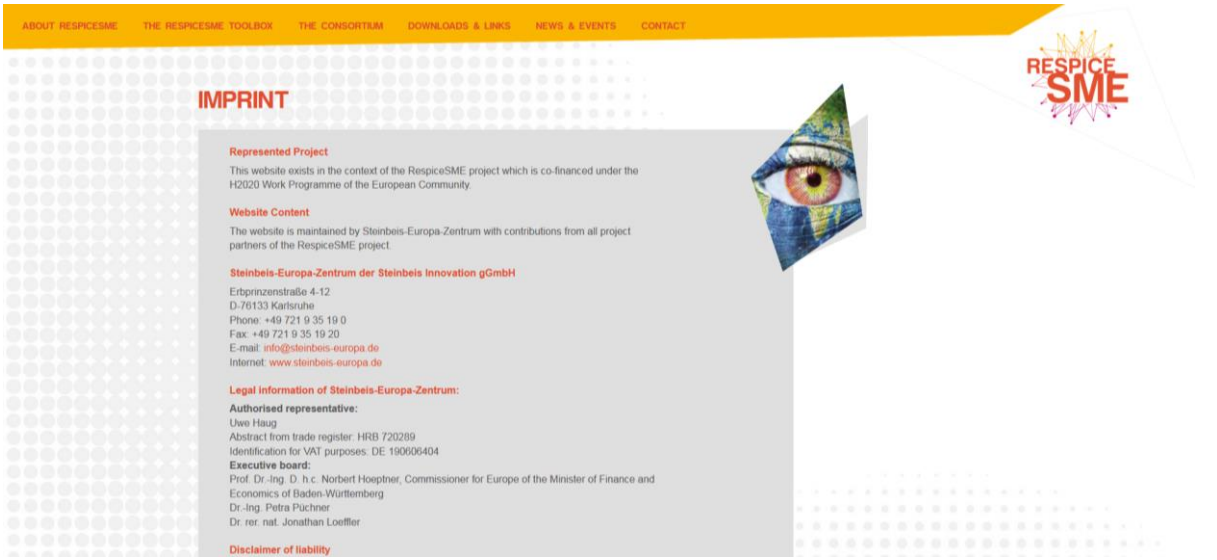
Contact

A contact form to contact the project coordinator (SEZ) is provided.



Imprint

This section provides the imprint of the project/website.

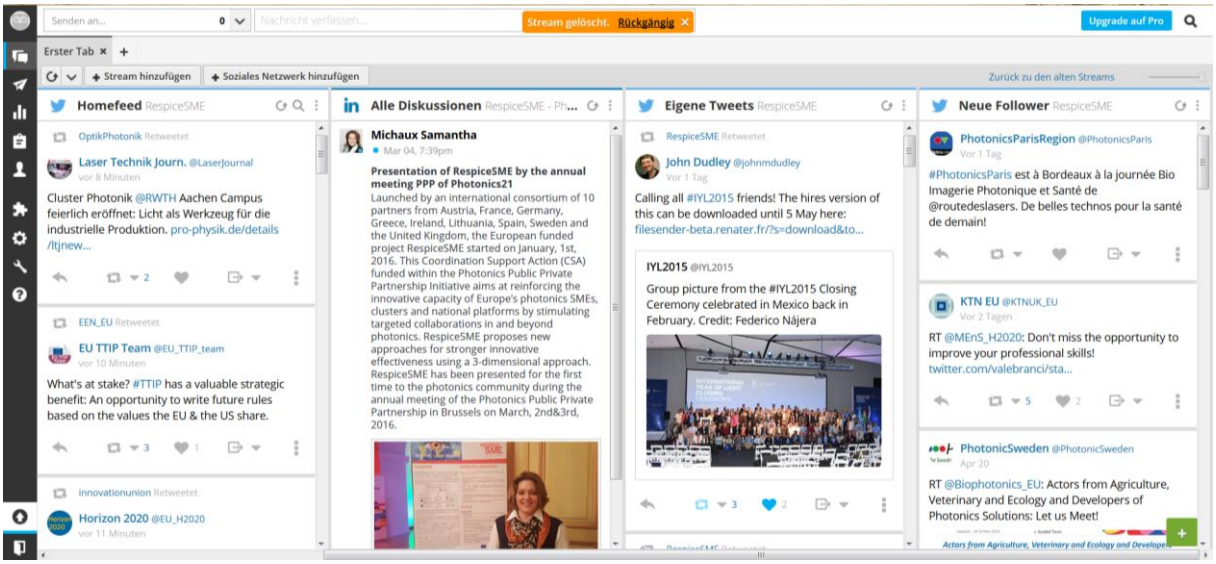


2. Social media channels

As part of the communication and dissemination strategy, social media are playing an important role in RespiceSME. First of all, each webpage contains a link to Twitter, LinkedIn and Facebook, allowing website's visitors to share content of RespiceSME in social networks.

To handle the social media activities RespiceSME is using the Social Media Management System Hootsuite to simplify the use of several social media channels and save time. Hootsuite is a social media management tool. It makes it easier and less time-consuming to manage several different social media accounts, including regular posting and commenting, all from a single dashboard.

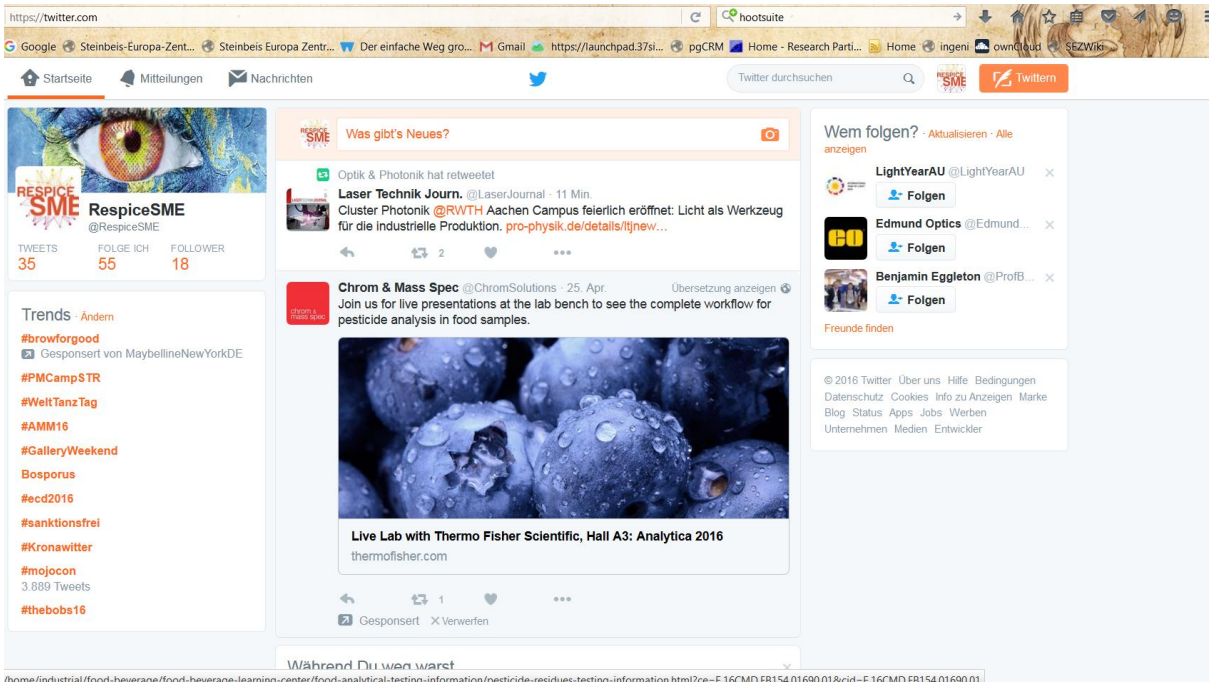
Hootsuite also provides tools for the monitoring of several social media accounts and such things as page views, likes, followers, comments, referrers and link popularity, bounce rates, shares, and daily growth data. It can also generate statistics about fans based on such characteristics as gender, language and region.



In accordance with the consortium, it has been decided that RespiceSME will not have a dedicated account on Facebook since this network is not in the focus of the target groups of the project. Dedicated accounts have been only created on LinkedIn and Twitter to be reputed as 'professional social networks' (in the contrary of Facebook).

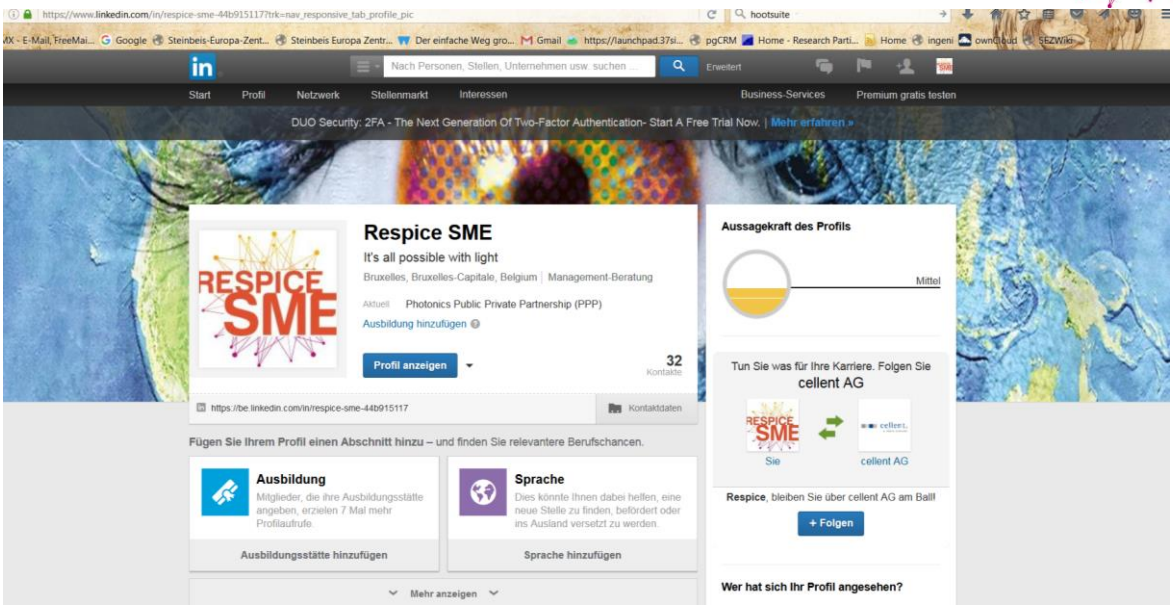
2.1. Twitter

A dedicated Twitter account for RespiceSME has been created at the beginning of the project. At this stage (May 2016), RespiceSME has **18 followers** and follows 52 other stakeholders.



2.2. LinkedIn

Similar to Twitter, the project coordinator (SEZ) created an account on LinkedIn for RespiceSME. At this stage, RespiceSME has **32 contacts** in the network.



Conclusion

The website will be regularly updated and additional information will be added. Especially the events and news section as well as the social media embedded will show frequent activity. All downloadable project results will be provided at the time in the download section.