



HORIZON 2020 - ICT-14-2016-1

AEGIS

Advanced Big Data Value Chains for Public Safety and Personal Security

WP6 - Dissemination and Communication



D6.2 – Project Website and Web 2.0 Channels

Version 1.0

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Consortium:	10 organizations from 8 EU member states

AEGIS PARTNERS

Fraunhofer	Fraunhofer-Gesellschaft zur Förderung der angewandten Forschung e.V.
GFT	GFT Italia SRL
KTH	Kungliga Tekniska högskolan
UBITECH	UBITECH Limited
VIF	Kompetenzzentrum - Das virtuelle Fahrzeug, Forschungsgesellschaft-GmbH
NTUA	National Technical University of Athens – NTUA
EPFL	École polytechnique fédérale de Lausanne
SUITE5	SUITE5 Limited
HYPERTECH	HYPERTECH (CHAIPEKTEK) ANONYMOS VIOMICHANIKI EMPORIKI ETAIREIA PLIROFORIKIS KAI NEON TECHNOLOGION
HDIA	HDI Assicurazioni S.P.A

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EXECUTIVE SUMMARY

The present report (D6.2) accompanies and documents the design, implementation and deployment of the AEGIS Project Website and the creation of the AEGIS Web 2.0 Channels.

The AEGIS website is available at: <http://www.aegis-bigdata.eu/>. Designed on the basis of state-of-the art practices and principles for web design, the AEGIS website encapsulates the essence of the online presence of the project in a clean and intuitive manner, presenting in detail the approach, objectives, consortium, results and news / events while featuring the AEGIS blog.

In accordance with the communication strategy elaborated in D6.1 “Plan for Dissemination, Communication and Stakeholder Engagement”, social media will be utilized as a core communication mechanism during the AEGIS project implementation. In order to effectively establish the AEGIS social media presence and leverage the network effect (that is inherent in social media), a number of different social networks have been selected to serve different purposes for the AEGIS project: Twitter [@AegisBigdata](#), Facebook Page [AEGIS Big Data](#), SlideShare [AEGIS Big Data](#), YouTube [AEGIS Big Data Channel](#), ResearchGate [AEGIS Project](#), Paper.li [The AEGIS Big Data Weekly](#)) while the AEGIS partners will also follow various existing LinkedIn groups to contribute to AEGIS-related discussions.

During the present Phase I “Raise Awareness” (M1-M12) of the AEGIS Communication Strategy (as defined in D6.1), the AEGIS website and social media will be constantly updated to reflect the project’s advancements, and to attract and maintain the interest of the targeted audiences.

Table of Contents

1. INTRODUCTION.....	7
1.1. PURPOSE AND OBJECTIVES	7
1.2. STRUCTURE OF THE DOCUMENT.....	7
2. AEGIS WEBSITE.....	8
2.1. DESIGN PRINCIPLES	8
2.2. WEBSITE STRUCTURE	9
2.3. WEBSITE CONTENT OVERVIEW	9
2.4. WEBSITE BACK-END.....	19
3. AEGIS IN SOCIAL MEDIA	20
3.1. AEGIS IN TWITTER	20
3.2. AEGIS IN FACEBOOK	21
3.3. AEGIS IN SLIDESHARE	22
3.4. AEGIS IN YOUTUBE	23
3.5. AEGIS IN RESEARCHGATE.....	23
3.6. AEGIS IN PAPER.LI	24
3.7. AEGIS IN OTHER SOCIAL NETWORKS.....	24
4. CONCLUSIONS	25

LIST OF FIGURES

Figure 1: AEGIS Website Menu	9
Figure 2: AEGIS Website Home Page	10
Figure 3: At A Glance - Approach in the AEGIS Website	11
Figure 4: At A Glance - Objectives in the AEGIS Website	12
Figure 5: At A Glance - Demonstrators in the AEGIS Website	13
Figure 6: At A Glance - Partners in the AEGIS Website	14
Figure 7: Material – Research Papers in the AEGIS Website.....	15
Figure 8: Material – Dissemination Material in the AEGIS Website	15
Figure 9: Material – Relevant Links in the AEGIS Website.....	16
Figure 10: News & Events in the AEGIS Website	17
Figure 11: Presentation of an indicative news item in the AEGIS Website	18
Figure 12: AEGIS Presence in Twitter.....	21
Figure 13: AEGIS Presence in Facebook.....	22
Figure 14: AEGIS Presence in SlideShare	22
Figure 15: AEGIS Presence in YouTube	23
Figure 16: AEGIS Presence in ResearchGate	23
Figure 17: AEGIS Paper.li Weekly	24

LIST OF TABLES

Table 1: AEGIS in Social Media.....	20
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ABBREVIATIONS

AEGIS	Advanced Big Data Value Chain for Public Safety and Personal Security
DoA	Description of Action
PU	Public
WP	Work Package

1. INTRODUCTION

1.1. Purpose and Objectives

The purpose of this report is to briefly document the AEGIS website design and deployment, as well as the creation of AEGIS accounts in popular social media.

The design and implementation of the AEGIS website falls under the activities of WP6 “Dissemination and Communication” and in particular of Task T6.2 “Project Communication Activities”. According to the DoA, the objectives of WP6 are (among others) to establish an effective online presence and to communicate the project outcomes to the intended audiences, in a way that is consistent with the project’s branding and scope.

The material contained in the website and the social media accounts will be regularly updated by the AEGIS consortium in alignment with the AEGIS Communication Strategy defined in the AEGIS Deliverable D6.1 “Plan for Dissemination, Communication and Stakeholder Engagement”.

1.2. Structure of the Document

The structure of the document is as follows:

- Section 2 provides an overview of the AEGIS project website.
- Section 3 introduces the social networks in which AEGIS has established its presence.

2. AEGIS WEBSITE

The AEGIS Project website is available at: <http://www.aegis-bigdata.eu/>.

2.1. Design Principles

The AEGIS website is designed based on state-of-the art practices as follows:

- The user experience design has taken into account the AEGIS project objectives and scope in order to increase the user understanding of how the website works.
- The visual design is aligned with the AEGIS communication guidelines as defined in the AEGIS Deliverable D6.1 “Plan for Dissemination, Communication and Stakeholder Engagement”.
- The website follows a modern and clean look with adequate white space / negative space to appear as uncluttered while conveying the AEGIS objectives and branding in a user friendly manner.
- The website colour palette has been well-thought and aligned to the AEGIS logo to ensure balance and harmony. Contrasting colours for the text and background make reading easier on the eye and vibrant colours are only used for emphasis and with caution.
- The icons and images embedded in the AEGIS website have been carefully selected to help with the AEGIS brand positioning and connection with the target audiences.
- The font utilised in the AEGIS website belongs to the Lato font family, a sanserif typeface family characterized by the letters’ semi-rounded details (providing a feeling of warmth) and a strong structure (conveying stability and seriousness).
- Easy navigation and access to content is ensured through a comprehensive menu and appropriate links to content, as well as by applying the ‘three click rule’ that allows visitors to find the information they are looking for within three clicks.
- Tooltips and alternative texts accompany the images appearing in the AEGIS website. In order to generally increase accessibility of the AEGIS website, the W3C Web Content Accessibility Guidelines (WCAG 2.0)¹ have been considered.
- With regard to access from multiple devices with multiple screen sizes, the AEGIS website is designed to be mobile-friendly and responsive.

Overall, the AEGIS website is built on the core web design principles, including usability, accessibility and intuitive navigation.

¹ <https://www.w3.org/TR/WCAG20/>

2.2. Website Structure

The website structure is visible at the top of the AEGIS website through a 2-level menu as depicted in the following figure.



Figure 1: AEGIS Website Menu

The menu option “**At a Glance**” provides an overview of the AEGIS project and allows the visitor to navigate to the AEGIS Approach, Objectives, Demonstrators and Partners.

The menu option “**Material**” contains relevant material concerning AEGIS, i.e. Public Results, Research Papers, Dissemination Material and Relevant Links.

The menu options “**News & Events**” and “**Blog**” are intended to provide the visitors with up-to-date information about the project’s dissemination activities as well as insights on its research, innovation and technical outcomes.

2.3. Website Content Overview

As depicted in the following figure, the AEGIS home page consists of 6 main sections that aim at familiarizing the visitor with the AEGIS project in an intuitive and simple manner:

1. The AEGIS branding (logo and title), as well as the menu and search placeholders which appear in all pages.
2. The image slideshow to visually convey 3 key messages concerning AEGIS.
3. The factsheet part to depict in an infographic-like manner key statistics / facts of the AEGIS project.
4. The “Latest News” part that lists (up to 4) most recent news of the AEGIS project.
5. The icons providing quick links to core aspects of the AEGIS project, namely the Data Value Chain, the Platform and the Demonstrators (at the beginning of the project).
6. The footnote providing a short overview of the AEGIS project, information on how to follow the AEGIS project in social media and the acknowledgement for funding by the EC.

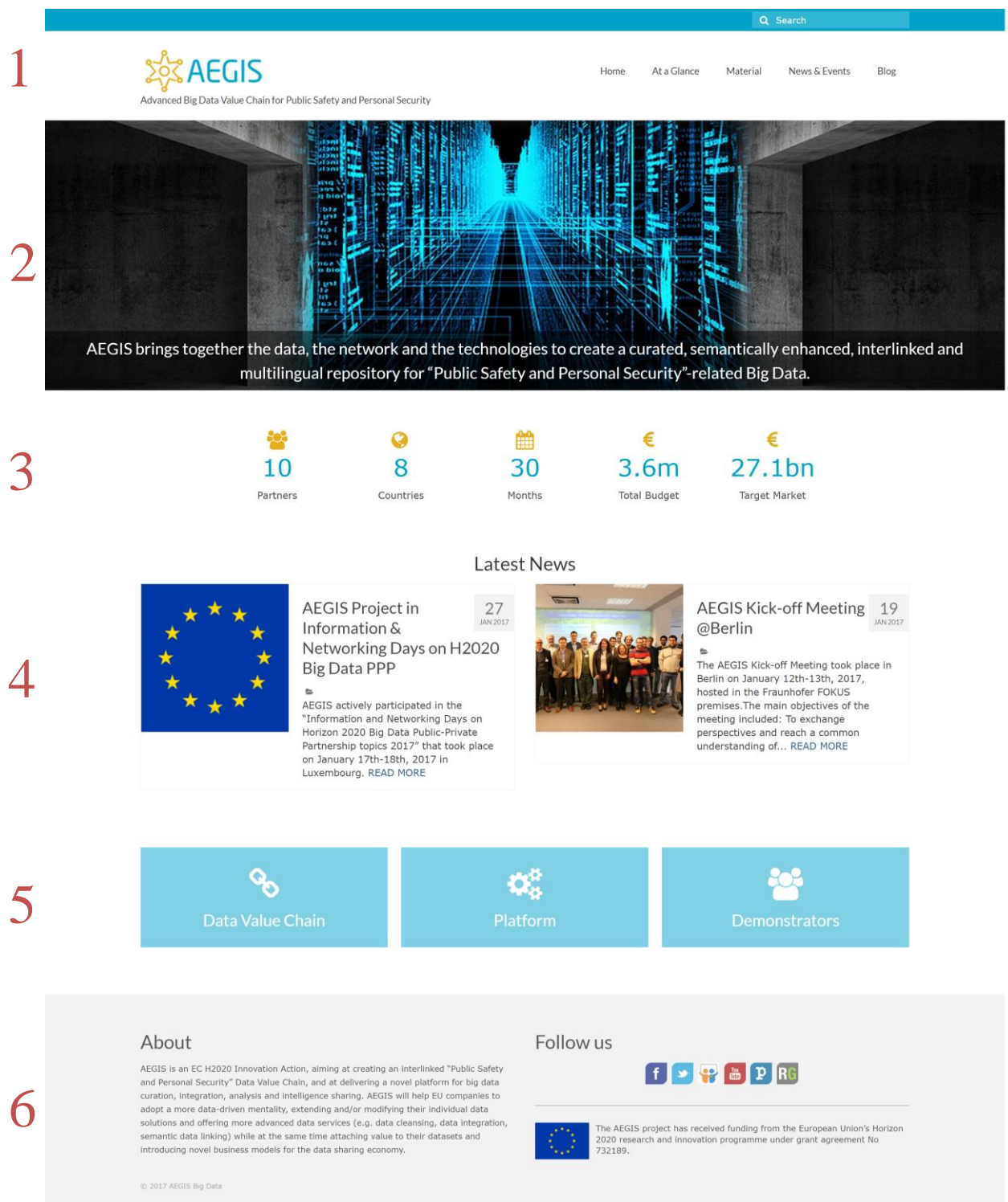


Figure 2: AEGIS Website Home Page

The AEGIS Project Approach (under the menu “At a Glance”) is depicted in the following figure.

Approach

AEGIS aims at driving **data-driven innovation** that expands over multiple business sectors (e.g. public, environment, health, automotive, insurance, etc.) and taps structured, unstructured and multilingual data sets to create a novel data value chain around Public Safety and Personal Security (PSPS).

AEGIS offers novel services and applications that allow PSPS-related industries to generate: (a) more factual and evidence-based analytics, (b) improved decision support models, and (c) new business services focused on real-time data collaboration, knowledge sharing and notifications amongst the key stakeholders. Through the AEGIS Platform, the PSPS Data Value Chain Analysis is conducted at multiple levels including: (I) Data Privacy Enhancement, (II) Data Pre-Processing, (III) Big Data Analysis, (IV) Data Intelligence Sharing.

Although open data sources are leveraged toward enhanced PSPS services provision, the AEGIS data ecosystem is based on a trusted multi-level network, enabling proprietary and also private data sharing and seamless integration functionalities in a secure environment under clear terms.

PSPS Data Generation → **PSPS Data Analysis** → **PSPS Data Consumption**

PSPS Data Generation includes: Public Safety Data, Automotive Data, Activity/Health Data, Smart Home Data, Environment Data, Historic Data, Sensor/IoT data, Secondary Data, Open data, Scientific Data, Open, Social Data. Data is categorized as **Real-time / batch** and **Structured / Unstructured**.

AEGIS Platform stages:

- Data Privacy Enhancement:** Anonymisation, Security
- Data Pre-Processing:** Curation, Semantic Enrichment, Linked Data Integration, Data Policies Annotation
- Big Data Analysis:** Queries, Analytics, Real-time / Batch Notifications, Visualizations
- Data Intelligence Sharing:** Reports, DataSets

PSPS Data Consumption includes: Industry, Public Authorities, Scientists, Entrepreneurs, NGOs, Local Communities.

In summary, AEGIS builds on:

- The latest advancements in the **Linked / Big Data** landscape to deliver a framework for semantically enriching and interlinking data.
- The concept of **micro-services** for enabling a modular and scalable big data architecture that facilitates the continuous integration of data from various sectors / formats / languages.
- The power of the **blockchain** technology to safeguard security, privacy, quality and IPRs of the data to be utilized.

About

AEGIS is an EC H2020 Innovation Action, aiming at creating an Interlinked "Public Safety and Personal Security" Data Value Chain, and at delivering a novel platform for big data curation, integration, analysis and intelligence sharing. AEGIS will help EU companies to adopt a more data-driven mentality, extending and/or modifying their individual data solutions and offering more advanced data services (e.g. data cleansing, data integration, semantic data linking) while at the same time attaching value to their datasets and introducing novel business models for the data sharing economy.

Follow us

The AEGIS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732189.

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Figure 3: At A Glance - Approach in the AEGIS Website

The AEGIS Project Objectives are provided under the menu “At a Glance” as depicted in the following figure.



Figure 4: At A Glance - Objectives in the AEGIS Website

The AEGIS Project Demonstrators (under the menu “At a Glance”) are depicted in the following figure.

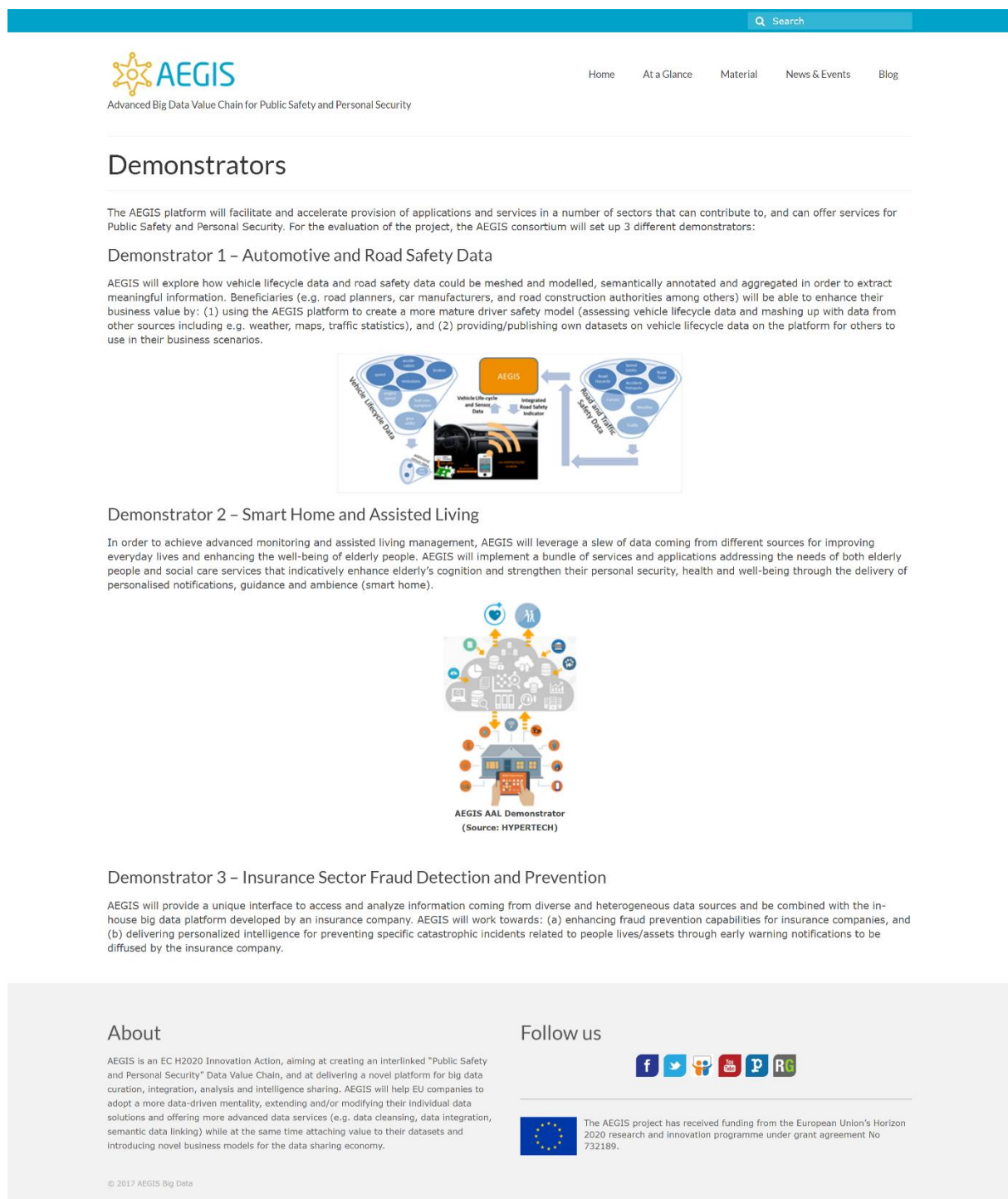


Figure 5: At A Glance - Demonstrators in the AEGIS Website

The AEGIS Project Partners are presented under the menu “At a Glance” as depicted in the following figure.

AEGIS
Advanced Big Data Value Chain for Public Safety and Personal Security

Home | At a Glance | Material | News & Events | Blog

Partners

Fraunhofer Focus

Fraunhofer FOKUS

With more than 25 years of experience, **FRAUNHOFER** is one of the most important actors in the ICT research landscape both nationally and worldwide. **Fraunhofer Institute for Open Communication Systems (Fraunhofer FOKUS)**, based in Berlin, Germany, develops solutions for the communication infrastructure of the future. The research institute explores how information and communication will contribute to a more secure and convenient living. **Fraunhofer FOKUS** explores its experience and IPR gathered in publicly funded projects to conduct high quality, cutting-edge research and development for its clients.

Fraunhofer FOKUS in AEGIS: Building on the organisation's extensive experience in managing European research and innovation projects, **FRAUNHOFER** will be the project coordinator and the quality manager of the project. **FRAUNHOFER** will be leading the Core Data Value Chain Transformation and Handling Methods activities, and will be responsible for the Data Aggregation and -normalisation Layer activities.

Project Coordinator: Dr. Yury Givman, Fraunhofer FOKUS

GFT

GFT Italy serves as a strategic information technology partner, which helps companies to optimize their business processes with intelligent and innovative IT solutions and highly skilled specialists, and to transform cutting-edge technological developments into future-proof business models. **GFT** Italy belongs to a multinational Group whose operating division, **GFT Solution**, is among the world's leading IT service providers in the finance sector. Striving to always improve technological expertise, innovative strength and premium quality for more than 25 years, the **GFT** group operates from 32 offices in eight countries with about 2,000 permanent employees and 1,000 freelance IT consultants.

GFT in AEGIS: **GFT** is leading the AEGIS Infrastructure Implementation and Rollout activities and caring for the integration activities. **GFT** is responsible for the Data Stakeholders Analysis and Preliminary User Requirements activities, as well as for the Regulatory Framework for Data Protection, IPR and Ethical Issues activities. **GFT** is also in charge of the Data Policy and Business Negotiator frameworks.

KTH

KTH is responsible for one third of Sweden's capacity for technical research and is the country's largest organizer of technical/engineering education at university level. **KTH** participates in the AEGIS project through the department of Software and Computer Systems (SCS) at the School of Information and Communication Technology (ICT). The research at SCS is directed towards fundamental aspects of software and computer systems with a focus on parallel computing, cloud computing, service computing, social networks, time aware systems, data science, and applied AI.

KTH in AEGIS: **KTH** will be responsible for the landscape review, as well as the Knowledge Extraction, Business Intelligence and Visualisation Algorithms and the Open Linked Data Space.

Virtual Vehicle

virtual vehicle

Virtual Vehicle (www.v2c2.at) is a leading and experienced international acting RTD in the field of application-oriented vehicle development and future vehicle concepts for road and rail. More than a hundred national and international research projects in close collaborations with leading partners from industry and academia of various sectors (also from aerospace, building etc.) from all over the world have been conducted since 2002 at **Virtual Vehicle**.

Virtual Vehicle is a proactive member in various technology platforms/associations such as the European Automotive Research Partners Association EARP, the European Green Vehicle Initiative Association EGVI, and the AEGIS / E-Scale.

VVF in AEGIS: **VVF** will be the leader of the AEGIS Data Value Chain Early Community Demonstrators, and will work extensively in Dissemination and Exploitation (CAV-Bus-Monitor, related publications on the digitized / quantified-connected vehicle).

UBITECH

UBITECH is a leading, highly innovative software house, systems integrator and technology provider, established to provide leading edge intelligent technical solutions and consulting services to businesses, organizations and government in order to allow the efficient and effective secure access and communication with various heterogeneous information resources and services, anytime and anywhere. **UBITECH LIMITED** is the youngest member of **UBITECH Group** that has been established in 2005, concentrated initially in the Italian market and acquiring several EC and national grants for novel R&D initiatives.

UBITECH in AEGIS: Within AEGIS, **UBITECH** will be leading the System Requirements, User stories, Architecture and Microservices activities. In addition, **UBITECH** will be in charge of the Demonstrators Preparation and Coordination activities, while it will assist the development of the Smart Home and Assisted Living demonstrator Apps.

DSS Lab (NTUA)

dss lab

National Technical University of Athens (NTUA) is the most prestigious and most competitive academic institution for technical education in Greece. The Decision Support Systems Laboratory (DSSLab) is a multidisciplinary scientific unit within the School of Electrical and Computer Engineering, which conducts research and development, scientific/technical support and training activities addressing a wide range of complex research and application problems. Operating for more than 25 years, the lab has acquired international experience in a number of sectors, e.g. Information Technology and Decision Support Systems with a specialization in e-Business and e-Government, Interoperability and Management Information Systems.

NTUA in AEGIS: **NTUA** will act as the scientific and technical coordinator of AEGIS and will be leading the AEGIS Data Value Chain Definition and Project Methodology activities. **NTUA** will also be responsible for the AEGIS Semantic Vocabularies and Metadata Repository, as well as for the Components' and APIs' Definition and Design.

EPFL

EPFL has three missions: education, research and technology transfer at the highest international level. The College of Management of Technology (CDM) was established in 2004, as a focus for research and teaching in management science at EPFL. At CDM, the Chair of Corporate Strategy & Innovation (CSI) is a research laboratory established at EPFL in 2003 to promote scholarship in the area of technology and innovation management (TIM). CSI is focused on issues of corporate strategy and innovation, or how large, multi-business firms acquire and react to new technologies.

EPFL in AEGIS: **EPFL** will lead the project exploitation and business cases development activities and will be responsible for the definition of the business model and the associated market and sustainability plan of the overall AEGIS platform.

SUITES

Suite5

SUITES is an Information Technology Solutions and Services SME, founded in 2012 by a set of talented and creative people, with a strong background in the ICT domains and excellent management skills. The research & innovation activities of **SUITES** span over a wide spectrum of innovative areas, covering (Big/Open/Linked) Data Analytics, Social Network Analysis & Intelligence and Data Interoperability & Management, and, in general, exploration of new application domains for high-end IT data-driven solutions.

SUITES in AEGIS: **SUITES** will work on the development of the Business Intelligence layer and on the Analytics Engine of the project, while it will assist the development of (a) the Smart Home and Assisted Living and (b) Insurance demonstrator Apps. **SUITES** will also lead the project communication activities.

HYPERTECH

HYPERTECH focuses on applied research and innovation activities to create a full suite of services and products appealing to enterprises and organisations while at the same time being able to meet real customer needs. Today, **HYPERTECH** is focusing and applying this experience and know-how to the following three disciplines: (a) Digital Life Apps & Services, (b) Enterprise IT Solutions, and (c) Smart Energy Solutions & Products.

HYPERTECH in AEGIS: **HYPERTECH** will be leading the Dissemination and Communication activities of AEGIS. In addition, **HYPERTECH** will lead the Smart Home and Assisted Living Demonstrator, and will be in charge of the Exploitation Planning activities.

HDI Assicurazioni

HDI Assicurazioni

HDI Assicurazioni is one of the major Italian insurance company, born in 2001 after the merger between BNC Assicurazioni and Mannheim. The company is part of the Talanx Group since 1997, when the Group acquired 71.68% of the equity stake belonging to the former BNC Assicurazioni. Talanx is Germany's third-largest and one of the major European insurance groups by premium income.

HDI in AEGIS: **HDI** will contribute in AEGIS by implementing the Insurance Sector demonstrator of the project and by working on the definition of the business cases of AEGIS.

About

AEGIS is an EC H2020 Innovation Action, aiming at creating an interlinked "Public Safety and Personal Security" Data Value Chain, and at delivering a novel platform for big data curation, integration, analysis and intelligence sharing. AEGIS will help EU companies to adopt a more data-driven mentality, extending and/or modifying their individual data solutions and offering more advanced data services (e.g. data cleansing, data integration, semantic data linking) while at the same time attaching value to their datasets and introducing novel business models for the data sharing economy.

Follow us

Are you interested in Big Data and/or the Public Safety & Personal Security? Do not forget to:

- register in the AEGIS Newsletter
- contact us at: info@aegis-bigdata.eu
- follow us in Facebook, Twitter, Sideshare, YouTube, paper.li, ResearchGate

The AEGIS project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 732189.

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Figure 6: At A Glance - Partners in the AEGIS Website

As already mentioned in Section 2.2, the Public Results, Research Papers, Dissemination Material and Relevant Links are provided under the menu “Material”. As the Public Results are not yet available, the Research Papers, Dissemination Material and Relevant Links pages are presented in the following figures.

It needs to be noted that the specific pages will be updated once more relevant content is ready to be published.

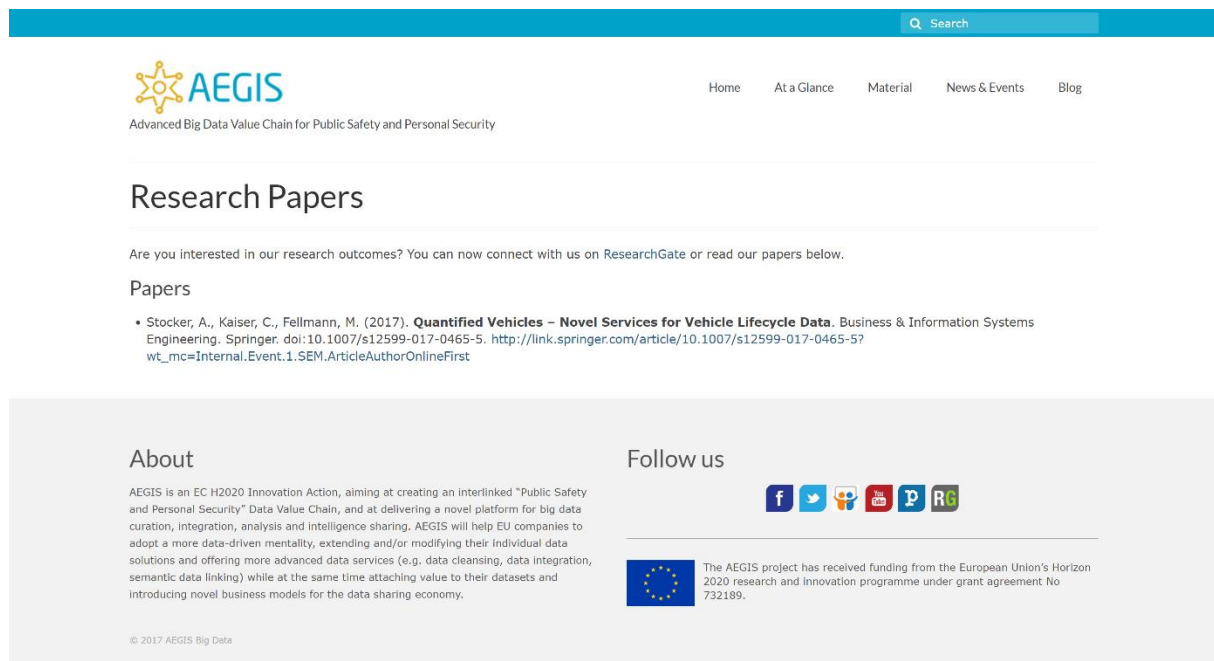


Figure 7: Material – Research Papers in the AEGIS Website

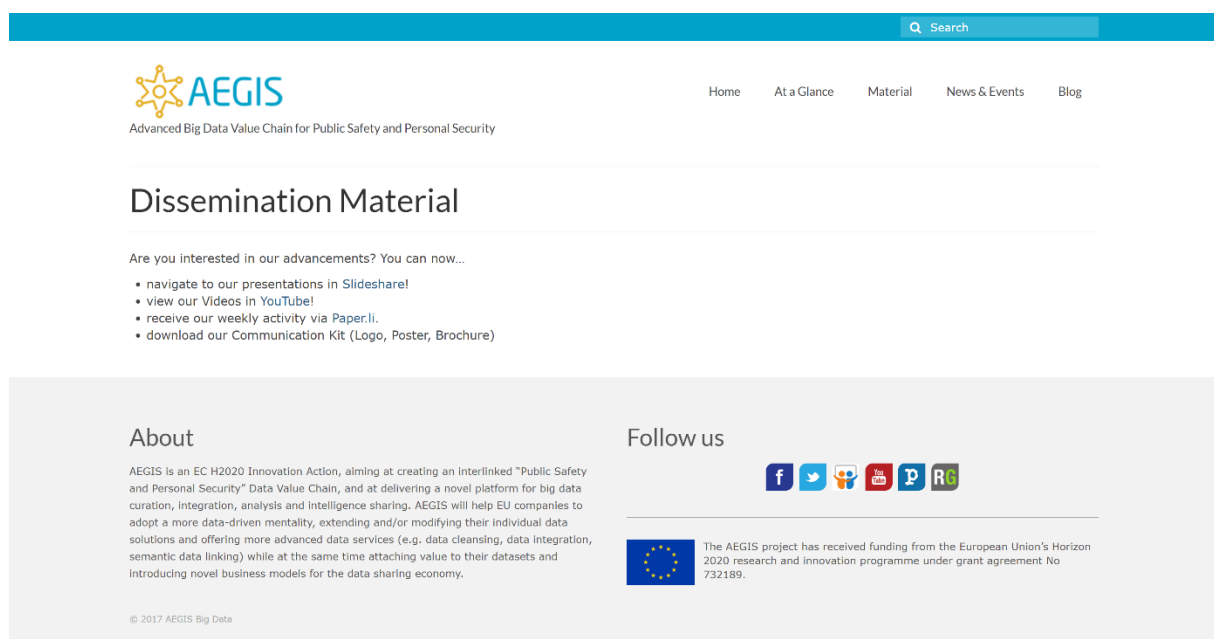


Figure 8: Material – Dissemination Material in the AEGIS Website

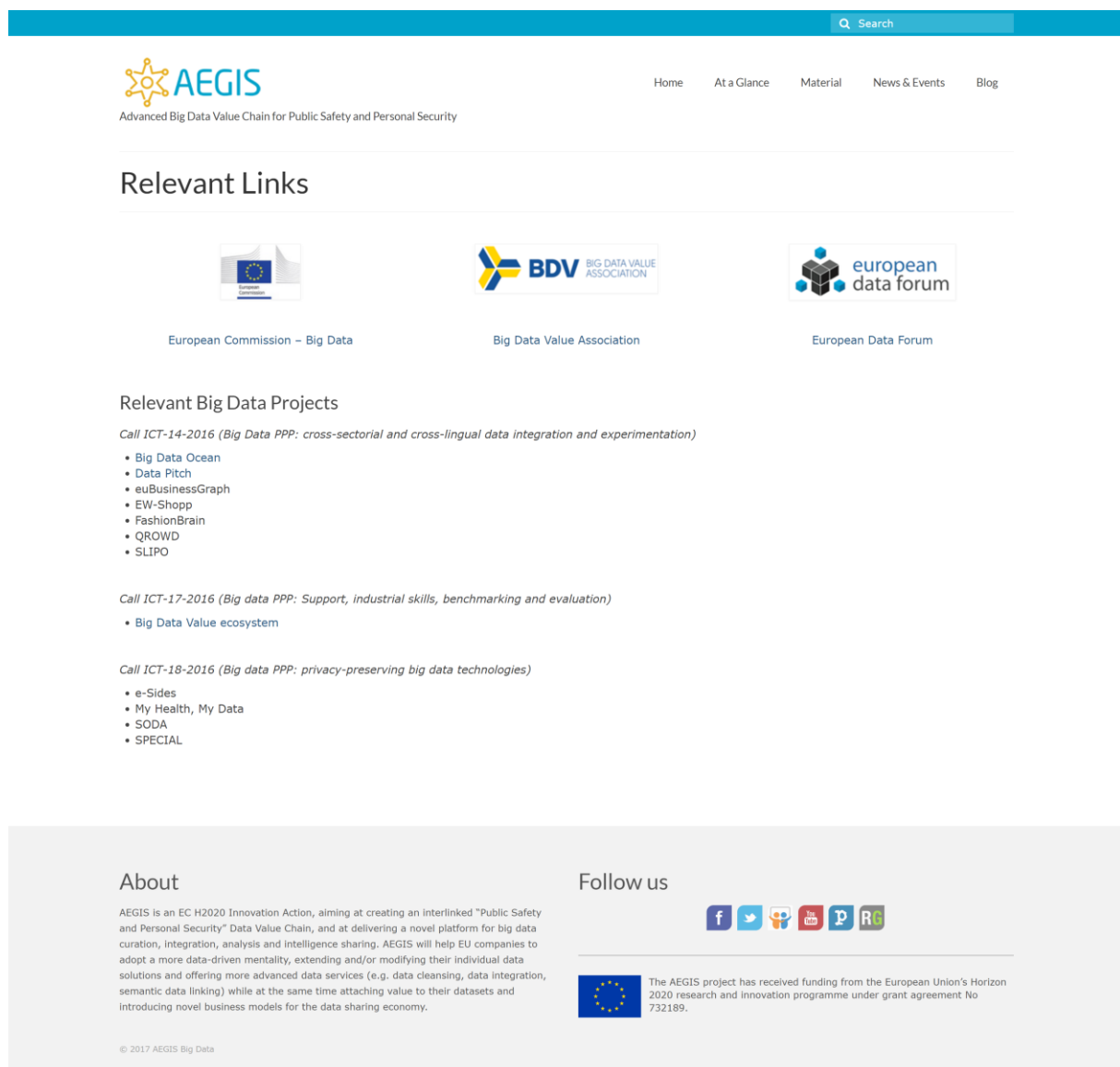


Figure 9: Material – Relevant Links in the AEGIS Website

The menu “News & Events” lists all the AEGIS news and entries for its participation to various events as depicted in the following figures.

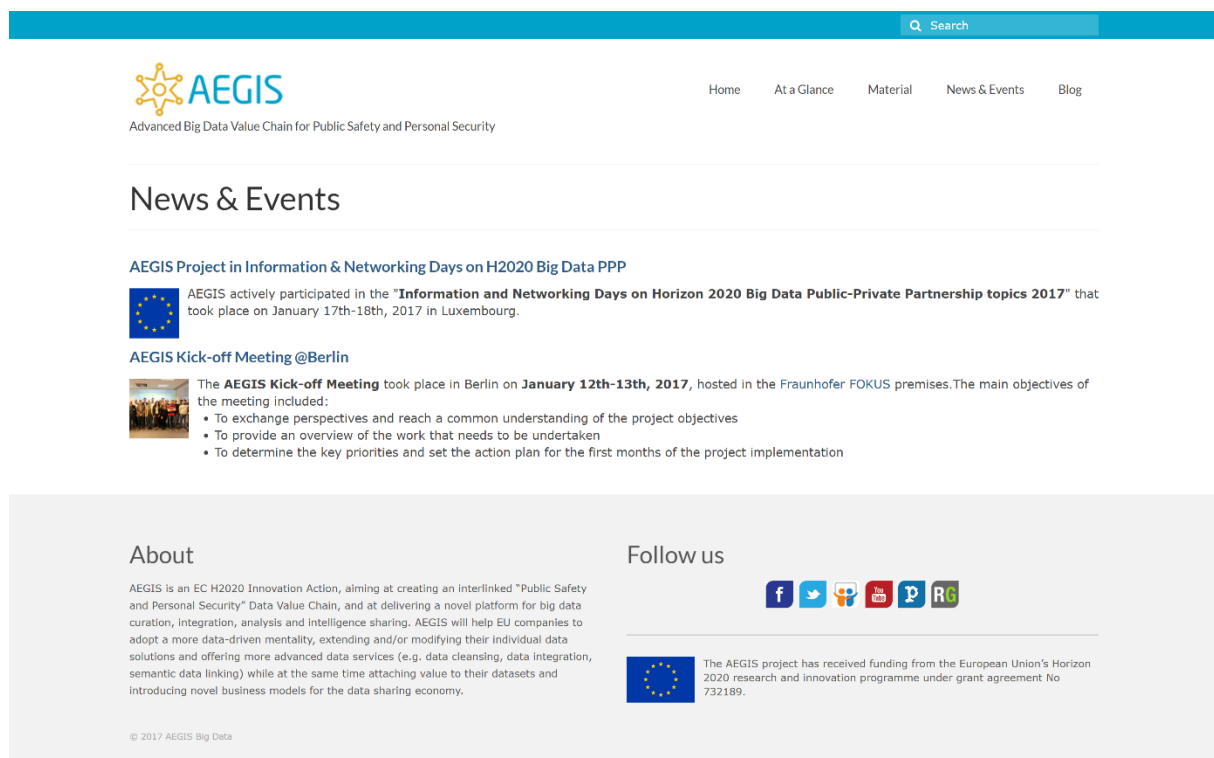


Figure 10: News & Events in the AEGIS Website

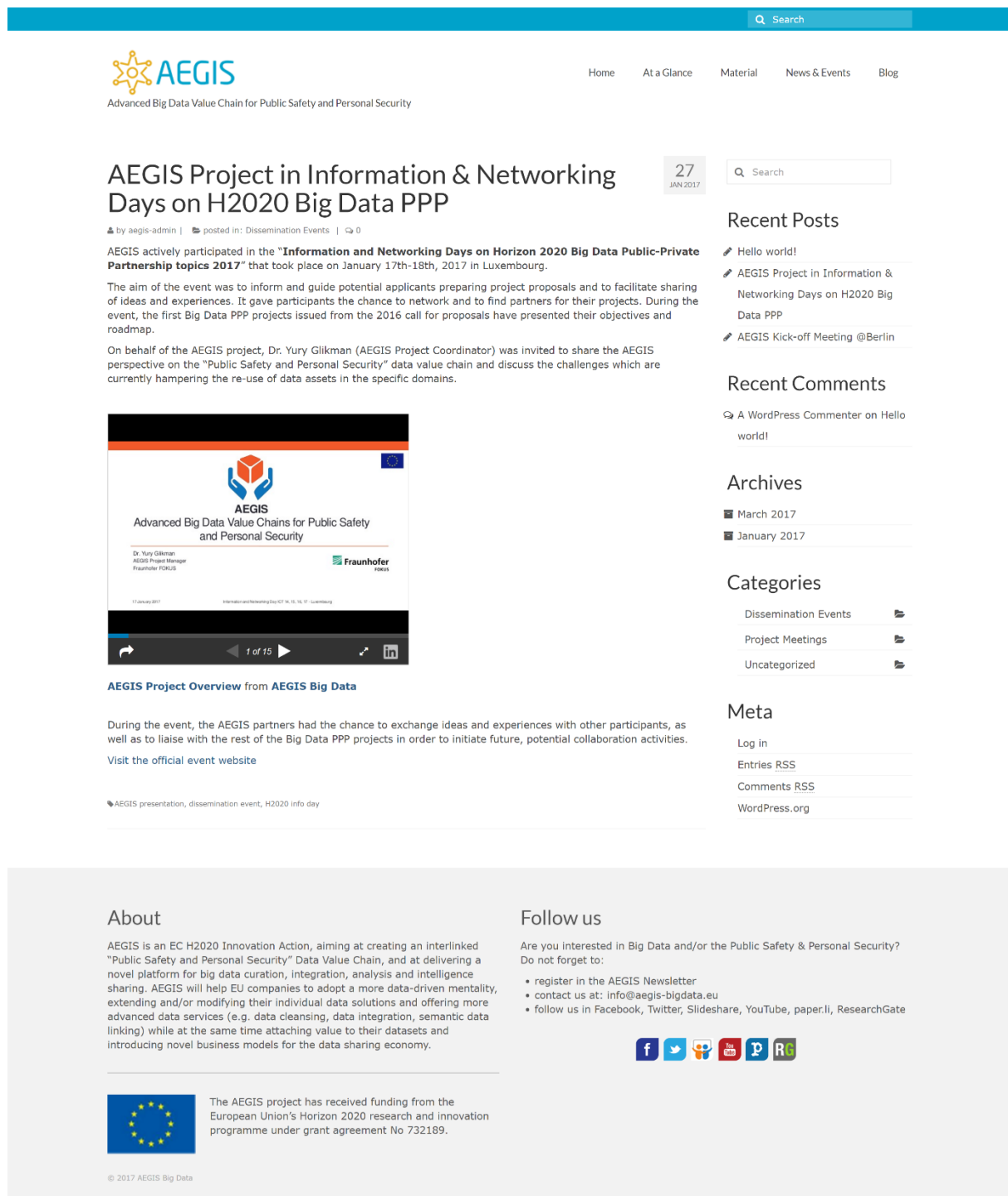


Figure 11: Presentation of an indicative news item in the AEGIS Website

As explained in D6.1, the AEGIS blog (under the corresponding menu “Blog”) is expected to act as an effective mechanism to raise awareness and increase the AEGIS project visibility. Since the blog posts are expected to report the actual project outcomes / deliverables, the menu will become visible as soon as the initial AEGIS project results are available (in the end of M3)

and in accordance with the schedule for the blog posts publication (to be contributed by all partners).

2.4. Website Back-end

In brief, the website is built on the open source WordPress 4.7.3², a powerful and popular CMS, blog tool and publishing platform.

In order to analyse the website traffic and indicatively track the number of visits, the popular content and average time on the website, Google Analytics³ is set up and configured for the AEGIS website.

Search Engine Optimisation (SEO) is also ongoing at the moment to ensure the high placement of the AEGIS project website in the search results pages of search engines.

² <https://wordpress.org/>

³ <https://analytics.google.com/>







3. AEGIS IN SOCIAL MEDIA

In accordance with the communication strategy elaborated in D6.1, social media will be extensively put into action during the AEGIS project implementation in order to share news and results of the project, raise awareness and establish a lively, bidirectional communication with its target audiences.

In order to effectively support the AEGIS social media presence and leverage the network effect (that is inherent in social media), a number of different social networks were selected to serve different purposes for the AEGIS project.

At the moment, the AEGIS project has established its presence in 5+1 social networks as depicted in the following table and is testing the communication capabilities offered.

Table 1: AEGIS in Social Media

Social Network	AEGIS Account	AEGIS Account URL
	@AegisBigdata	https://twitter.com/AegisBigdata
	AEGIS Big Data	https://www.facebook.com/aegisbigdata
	AEGIS Big Data	https://www.slideshare.net/AEGISBigData
	AEGIS Big Data Channel	https://www.youtube.com/channel/UCz3mv23FueBCAGzvt2JNJOQ
	AEGIS Project	https://www.researchgate.net/project/AEGIS-Advanced-Big-Data-Value-Chain-for-Public-Safety-and-Personal-Security-2
	The AEGIS Big Data Weekly	https://paper.li/AegisBigdata/1489777294#

3.1. AEGIS in Twitter

In AEGIS, the @AegisBigdata twitter account is expected to be frequently used to: (a) publish original AEGIS content (e.g. participation to events, news, results), (b) post content from websites that is relevant to AEGIS, and (c) re-tweet other accounts to attract more followers and keep the account active.

During the first months of the AEGIS project implementation, relevant accounts (especially belonging to influencers in big data, linked data, open data, blockchain) are systematically followed in order to gain follow-backs and establish the project's presence in twitter. The AEGIS twitter feed, as well as relevant hashtags (e.g. #BigData, #LinkedData, #OpenData, #DataAnalytics, #Blockchain) will be monitored to identify and further promote relevant content of interest to the AEGIS target audiences.



Figure 12: AEGIS Presence in Twitter

3.2. AEGIS in Facebook

In Facebook, a public page entitled “AEGIS Big Data” has been created to communicate mainstream information to the public. The content posted in Facebook originates from: (a) Twitter as the page is integrated with the AEGIS Twitter account (through Facebook Connect), and (b) from the partners who can also directly post content (like photos from meetings and participating workshops).

From the initial prioritization of the various social networks (see COMM.STEP.3 in D6.1), Facebook is not expected to be extensively used for raising awareness due to its more casual nature.



Figure 13: AEGIS Presence in Facebook

3.3. AEGIS in SlideShare

In SlideShare, AEGIS aims at uploading and sharing (publicly or privately) project presentations that were provided in various events, as well as at favouring relevant, interesting presentations. In order to facilitate retrieval and protect the rights of the AEGIS project, particular attention will be paid when selecting appropriate tags and when deciding about each presentation's license. During this initial phase of the project implementation, AEGIS reserves all rights to files it uploads by default.

With the help of SlideShare, AEGIS will increase the accessibility and visibility of its results that will be further diffused in all social networks where AEGIS is present, as well as in the AEGIS website.

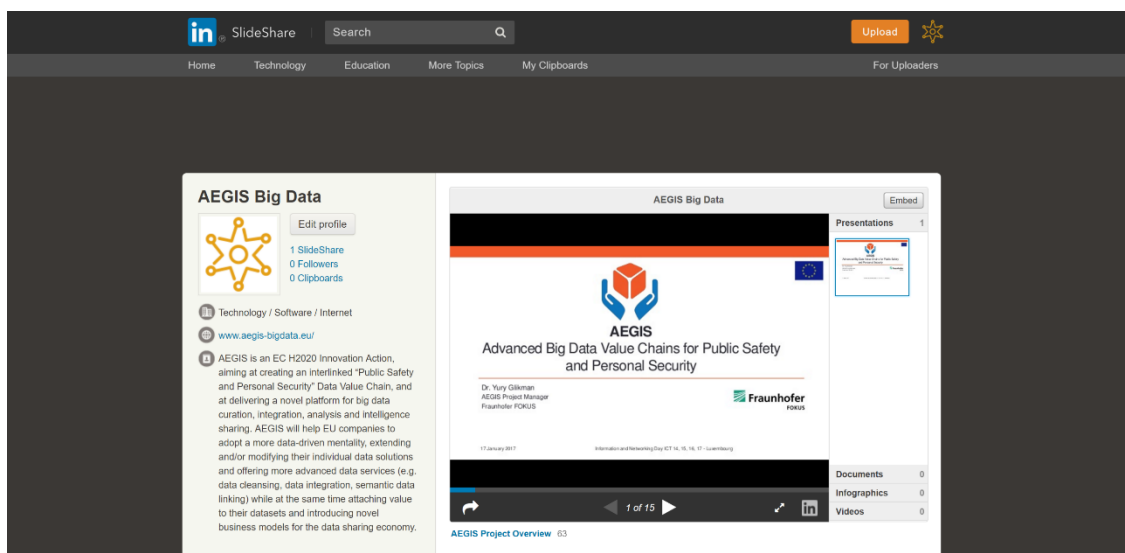


Figure 14: AEGIS Presence in SlideShare

3.4. AEGIS in YouTube

The AEGIS YouTube Channel will share the official AEGIS videos and will allow the target audiences to subscribe, watch and comment the AEGIS video content, as well as to navigate to the playlists created by AEGIS on various topics (like Big Data, Linked Data, etc.). Appropriate tags will accompany each video in order to optimize search and access.

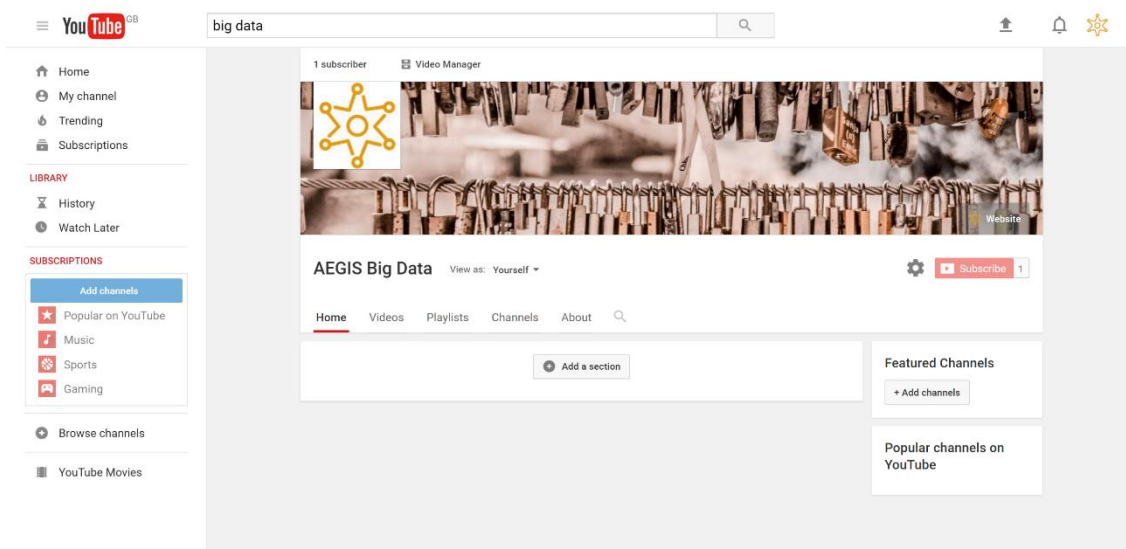


Figure 15: AEGIS Presence in YouTube

3.5. AEGIS in ResearchGate

The AEGIS ResearchGate project intends to organize and share the AEGIS-related publications and to provide a single-point of access in order to increase exposure for the AEGIS work, keep up with new developments and interact with the scientific audience. The AEGIS partners who follow the AEGIS project in ResearchGate will be able to directly add research and project updates.

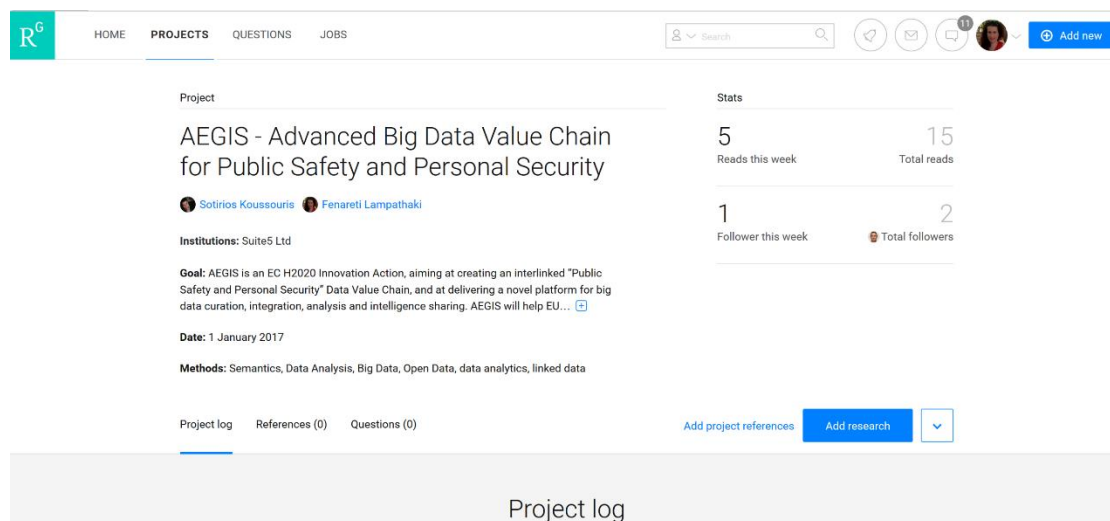


Figure 16: AEGIS Presence in ResearchGate

3.6. AEGIS in Paper.li

Paper.li represents an easy way to collect, publish and share content by automatically finding content on topics related to AEGIS (e.g. big data, linked data). With the help of Paper.li, AEGIS aims at increasing engagement rates and gaining more followers on Twitter. The Paper.li content is scheduled to be updated weekly (i.e. every Monday morning) and to be automatically published in Twitter.

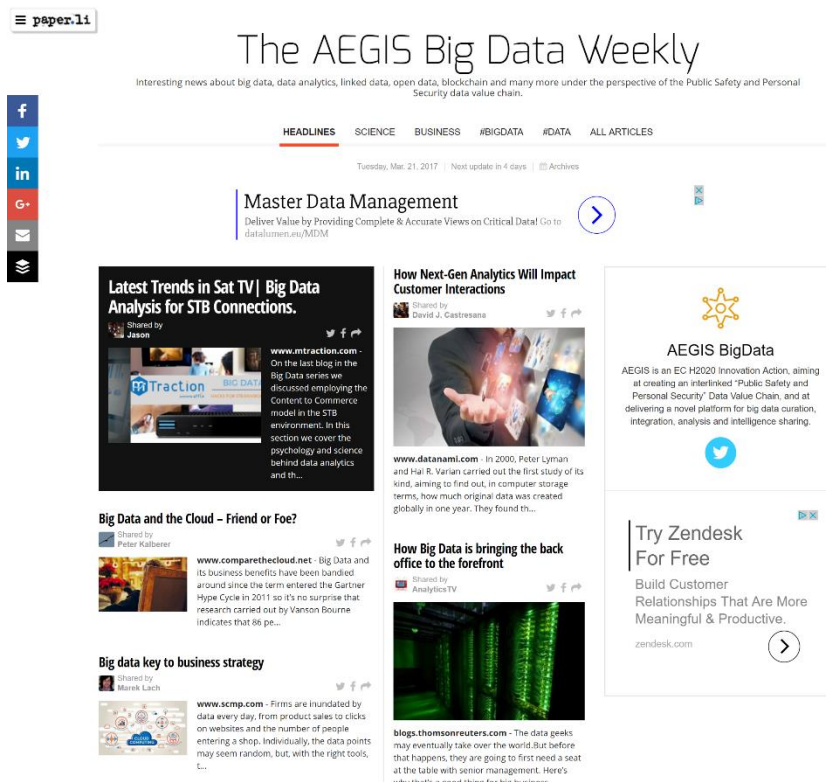


Figure 17: AEGIS Paper.li Weekly

3.7. AEGIS in Other Social Networks

When considering the social networks in which AEGIS should establish its presence (through dedicated accounts), a preliminary search for groups in **LinkedIn** regarding “Big Data” yielded 2.423 results. It was thus decided that AEGIS will be active in LinkedIn only by initiating discussions and participating to discussion threads that are relevant to AEGIS in already established groups rather than creating a dedicated LinkedIn group.

4. CONCLUSIONS

This report has documented the AEGIS project website and the AEGIS social media accounts that will be utilized as core tools for the project communication and dissemination activities.

All information related to project progress, results, news and events will be constantly updated and published in the AEGIS project website. Perspectives gained during the project implementation will be discussed in the AEGIS blog hosted in the website in order to attract and maintain the interest of the targeted audiences.

AEGIS will be also active on social media which have proven their effectiveness in terms of marketing, promotion and reaching targeted audiences, while being a great tool to top the list of site referrals. AEGIS will leverage different social networks (Twitter, Facebook, SlideShare, YouTube, ResearchGate & Paper.li) for different purposes according to the communication strategy presented in D6.1.

It is essential to point out that in order to create buzz and ensure effective social media promotion for AEGIS, all AEGIS project partners shall get involved in the following ways:

- Follow/like the AEGIS accounts in the various social media channels.
- Re-tweet/share/like the AEGIS posts on a regular basis, in order to ensure further dissemination to their followers.
- Mention @AegisBigdata in any tweet related to AEGIS (e.g. presentation in a conference, participation to an event, news of interest, related articles) which is published by their personal account.
- Add the AEGIS-relevant research (e.g. journal / conference papers) in the AEGIS project in ResearchGate.