

DELIVERABLE



Dissemination Plan

- project deliverable 8.1

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Confidentiality: Public



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Executive Summary <p>This deliverable aims at being a comprehensive plan outlining the project's communication and dissemination strategy within the WP8 with the main objective of positioning the project among the Research and Innovation community and key stakeholders defined and maximise its impact during the 36 months of the project duration.</p> <p>The document provides the main principles of the dissemination and communication strategy to be adopted by all partners, with the definition of the stakeholders group regarding their potential relationship with HELIOS.</p> <p>Furthermore, it describes the list of channels, formats, and tools used to manage the communications with success, aligned with the work plan and the life cycle of the technical development and advances, such as:</p> <ul style="list-style-type: none">- Digital ecosystem (Website and Social Media accounts – Twitter and Facebook)- Development of Dissemination and Communication material (e.g., leaflet, roll-up, videos)- Participation in conferences and exhibitions- Submission and presentation of posters- Submission and presentation of Research and Scientific papers- Development of press releases- Development of project newsletter <p>In addition, the strategy considers the implementation of appropriate liaison activities in collaboration with other relevant projects and communities, as well as the publication of press releases or project information in different media outlets and affiliated websites such as partners' websites, blogs, social media accounts, among others.</p> <p>The document presents each one of the channels and activities chosen in the strategy with a description of how it contributes to the project general and communication/dissemination objectives and a summary of the work performed so far in each one. This gives visibility to the results of the plan defined for the Y1 of HELIOS, which already has started to show positive results regarding the engagement with the stakeholders on social media, and the number of publications and the audience reached.</p> <p>A dedicated section sets out the dissemination and communication Key Performance Indicators, defined to monitor and evaluate the efficiency of the strategy, and presents the monthly KPIs report until M7.</p> <p>The communication and dissemination task is led by ATOS, but all partners take part in dissemination and communications activities depending on their profile and effort included in</p>	



the WP. As it was defined at the proposal stage, VTT oversees the web design, monitoring, and update of the project website, and UNIPi is working on the management and monitoring of the Social Media channels.

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1 Introduction

The deliverable D8.1 – “Dissemination Plan” describes strategy and activities to communicate and disseminate the conception, progress and results of the HELIOS project to a large audience and its stakeholders within the scientific and industrial communities, to increase the awareness and recognition of the project.

Although it is not directly mentioned in the title of this deliverable, HELIOS considers communication and dissemination as separate concepts, with related topics, but with different objectives and hence different activities or tactics to achieve the KPIs. In general, both are used to inform about the impact of the project, the results and, at the end, increase the awareness of EU-funded Research and Innovation activities.

In this sense, the EC Research & Innovation Participant Portal Glossary¹ provides some basic definitions that are helpful in this deliverable to understand the approach of HELIOS communication and dissemination plan, described in the *Table 1*:

	Communication	Dissemination
Definition	“Strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange” ²	“The public disclosure of the results by any appropriate means (other than resulting from protecting or exploiting the results), including by scientific publications in any medium.” ³
Objective	Reach out to society and show the impacts and benefits of HELIOS as an EU-funded R&I activity	Transfer knowledge and results to maximise the impact of EU-funded research
Focus	Inform and promote	Describe and ensure the availability of results for others to use
Target	Multiple audiences + Stakeholders	Audiences that could re-use the results of the project

Table 1: Communication and Dissemination definition

¹ (European Commission, 2019)

² (European Commission, 2019)

³ (European Commission, 2019)



As explained in the table, the communication activities of HELIOS are targeted to a wider public, including the scientific and research community, and contemplate the web design, social media management, participation at events, development of press releases and marketing material, etc. On the other hand, dissemination will focus on sharing specific messages to a more defined audience as it is the scientific and research community involved in related projects or initiatives of the Work Programme “Future Hyper-connected Sociality”, which share with HELIOS the specific challenge of addressing the future social networks, media and platforms that will contribute to the communication, exchange, business, creation, learning, and knowledge acquisition of the society of the future. In this sense, activities towards scientific publication of HELIOS’ results and outcomes must be understood as part of the dissemination effort.

This deliverable describes the plan, strategy, activities and KPIs for the whole duration of the project until December 2021 (M36). In between, the submission of related deliverables is foreseen with D8.3-Dissemination Mid-Term Report (M18) and D8.5-Dissemination Final Report (M36).

Exploitation strategy will be approached on separate deliverables: D8.2-Exploitation Plan (M9), D8.4-Exploitation Mid-term Report (M18), and D8.6-Exploitation Final Report (M36).

1.1. Purpose

Included in the T8.5 Dissemination and industrial outreach, the purpose of this deliverable is to present the whole Communication and Dissemination strategy with the activities that are contemplated for Y1, to maximise the impact on target audiences, while also including the KPIs defined for the duration of the project, which will allow to monitor and evaluate the success of the work performed.

The document aims to fulfil the following objectives:

- Define a clear and creative strategy for HELIOS communication and dissemination activities
- Define the roles and responsibilities of each one of the partners involved in this task
- Identify the channels and tools which are going to be used throughout the duration of the project
- Set the methodology for the evaluation of the activities defined

1.2. Structure of the document

The deliverable will follow this structure:

- **Chapter 2** presents the aimed impact of communication and dissemination activities according to the H2020 Programme



- **Chapter 3** presents the detailed strategy for HELIOS in terms of communication and dissemination to achieve the impact of the project, especially for the first year of work, following a 7-step methodology
- **Chapter 4** describes the KPIs established and the monitoring process
- **Chapter 5** state the conclusions and next steps

1.3. Relation with other projects

As part of the topic ICT-28-2018 “Future Hyper-connected Sociality”, HELIOS envisions the collaborative work and knowledge exchange with other Research and Innovation projects from the same call and topic in order to maximise the research work and create synergies in the communication and dissemination activities.

The identified projects mentioned in the *Table 2* will be considered, at least in the first year of HELIOS, to share information and adopt their best practices in this type of activities are:

Project	Description	Website
SOMA – Social Observatory for Disinformation and Social Media Analysis	Observatory that supports experts in their work against disinformation through an infrastructure that allows the connection with a wide community of experts to collaborate in specific tasks.	https://www.disinfobservatory.org/
SocialTruth – Open Distributed Digital Content Verification for Hyper-connected Sociality	Open, democratic and distributed ecosystem that allows easy access to multiple verification services to ensure trust in decentralised environments.	http://socialtruth.eu
EUNOMIA – User-oriented, secure, trustful & decentralised social media	Intermediary-free decentralised platform to determine the source of information and its level of trustworthiness through a blockchain-based infrastructure using AI to analyse content and context. Also available for social media.	https://www.eunomia.social/
WeVerify – Wider and enhance verification for you	Specialised verification plug-in with enhanced image, video and content verification and analysis tool in form of a virtual assistant.	https://weverify.eu/
PROVENANCE – Providing Verification Assistance for New Content	Intermediary-free solution for digital content verification which provides control to users of social media while increasing the level of trust.	http://provenanceh2020.eu/



Project	Description	Website
ARTICONF – Smart Social Media Ecosystem in a Blockchain Federated Environment	A novel set of trustworthy, resilient, and globally sustainable decentralized social media services.	https://articonf.eu/

Table 2: Topic-related projects

Shared activities with these projects will be determined at a second stage of HELIOS, such as Social Media Campaigns, shared exhibitions space at conferences, workshops, among others, according to the communication/dissemination needs of HELIOS and the mentioned projects.



2 Communication Impact

As stated in the project proposal, the communication and dissemination of project developments and results is fundamental to contribute to the return of the investment made by the H2020 Program, which aims at putting Europe at the heart of innovation and driver of economic growth. Therefore, the strategy must be focused on generating a marked effect and influence within the defined target audiences.

In this chapter, we present the communication and dissemination objectives of HELIOS, aiming at creating an effective strategy capable enough of achieving both, the KPIs established and impact for the project.

The determination of the HELIOS communication and dissemination policy is to coordinate the activities and task among the project partners according to the timeline proposed and ensuring the success of the strategy.

2.1. Objectives

The main objective of HELIOS Communication and Dissemination strategy is to position HELIOS among its stakeholders as the first decentralised, transparent and secure Social Network, through the development and execution of a strategy involving creative actions that generate visibility, awareness, and impact of the project results.

To achieve the impact-oriented strategy of HELIOS, some specific objectives have been defined using the SMART criteria, which means they must be Specific, Measurable, Achievable, Realistic and Time-based. So, each one of the following objectives is corresponding to a specific stage of the strategy, as described in the *Figure 1*:

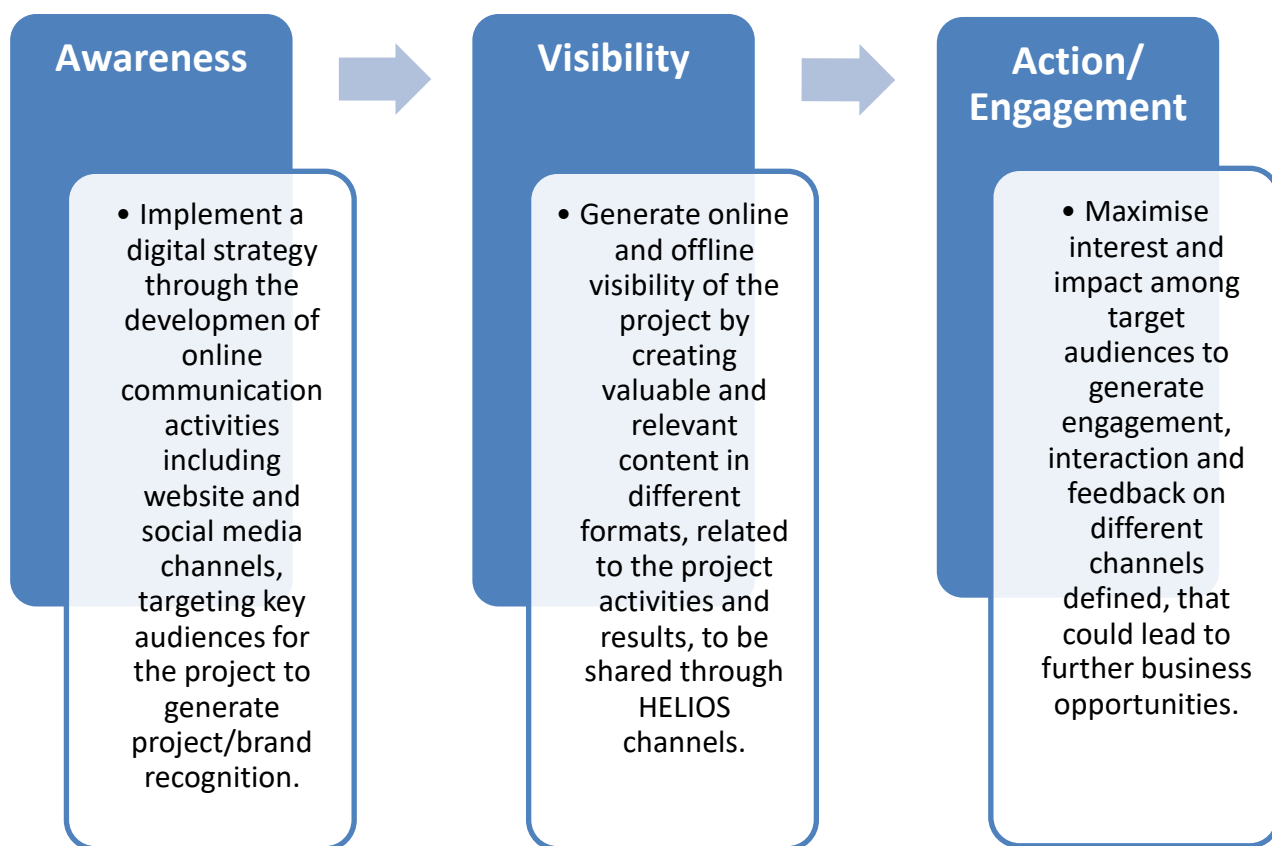


Figure 1: HELIOS - Specific Objectives of the Communication and Dissemination Plan

2.2. Communication and Dissemination Policy

All the objectives defined are aligned to the Article 38.1.1 of the Grant Agreement, which states the “*Obligation to promote the action and its results: The beneficiaries must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner*”⁴, which also is complemented by the Article 29.1 regarding to “*Obligation to disseminate results: Unless it goes against their legitimate interests, each beneficiary must – as soon as possible – “disseminate” its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting results), including in scientific publications (in any medium)*”⁵.

As it was explained in the introduction of this document, the European Commission makes a clear distinction between communication and dissemination activities: along these lines, the funding agency demands the consortium to create an impact of the project by taking both of them into account for a complete strategy targeting multiple audiences.

⁴ (European Commission, 2018)

⁵ (European Commission, 2018)



Therefore, the communication and dissemination of HELIOS will act in accordance with the following standards required by the EC:

- Any communication or dissemination activity must aim at achieving the objectives listed in this deliverable and include information on EU-funding
- The language for any type of material or communication should be English for general content, but we can adapt to other national languages when necessary or strategic
- Provide consortium and project identity in all communications by following the guidelines of the Project Brand Book developed within T8.5 for consistency in the graphic identity and messages
- Respect project partners' intellectual property rights
- Distribute and publish public results of HELIOS through the project website on a frequent basis and in a creative and attractive way

On the other hand, we will ensure open access to scientific publications and research data, as it is stated on the Grant Agreement on the Articles 29.2 and 29.3 respectively.



3 Communication and Dissemination Strategy

This chapter pretends to describe the strategy that is followed by HELIOS in terms of communication and dissemination to achieve the objectives presented in the Chapter 2 of this deliverable, including the definition of key target groups to ensure the effectiveness and alignment of the plan with both the project needs and the stakeholders' situation.

A more complete description of the stakeholders will be included in the exploitation plan contained in forthcoming D8.2. Nevertheless, a brief analysis is included in this document to explain the strategy and activities that will be performed towards these target groups, including tactics, channels, formats, planning and monitoring.

3.1. Overview

WP8 "Exploitation and Dissemination" is an interdependent component of HELIOS work plan and aims at securing the long-term sustainability of the project results to transform and impact in a positive and lasting way the European social media landscape, while outreaching the key stakeholders defined with relevant information throughout the project duration with different channels and formats. Naturally, WP8 must work in close collaboration with the other WPs in the project to ensure that updated information and main results are effectively communicated and disseminated.

The *Figure 2* represents the relation among WP8 with the rest of HELIOS' WPs and includes also the main communication and dissemination activities that will be used within T8.5, which will be described deeply in this document:

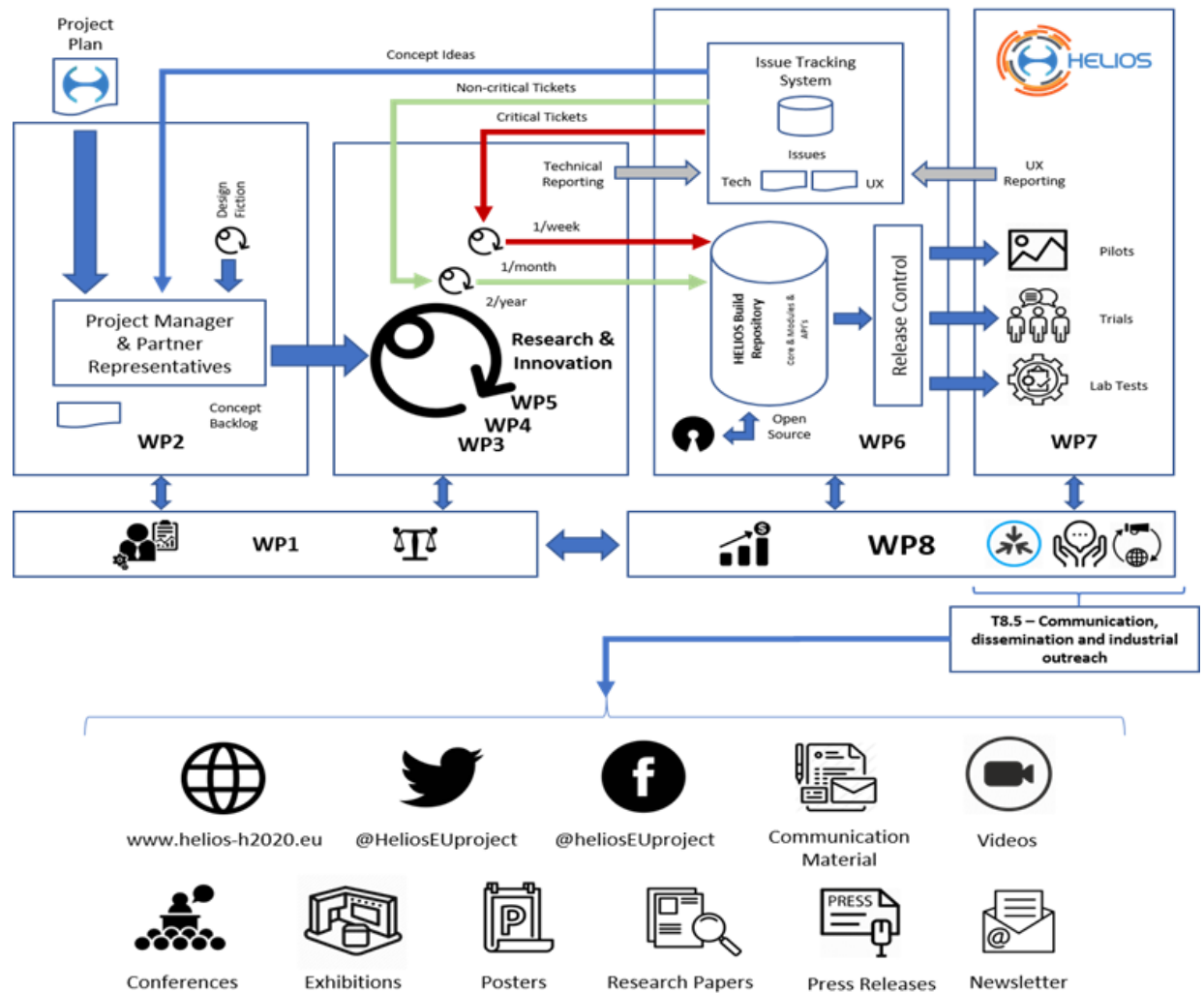


Figure 2: HELIOS WPs - WP8 - T8.5

3.2. HELIOS Mission, Vision and Principles

The mission of HELIOS is to provide people with technology to empower meaningful relationships through the development of a Decentralised Social Media Platform, which allows users to build and evolve relationships in the same way they can do it in the real-physical context, while providing them full control of their data with advanced trust and privacy features.

The vision and ambition of HELIOS is to become a disruptive force in the European Social Media landscape by laying the foundation for a new Social Network vision grounded on transparency and verification. This is done by developing and implementing several state-of-the-art technologies such as Decentralised Online Social Networks (DOSNs), Social Network Services (SNS), Video Streaming, Peer-2-Peer Communication, Real-Time Communication, Blockchain, Augmented Reality, Virtual Reality, Micropayments, 3D Streaming, among many others.



The project is working following some principles as the **¡Error! No se encuentra el origen de la referencia.** shows:

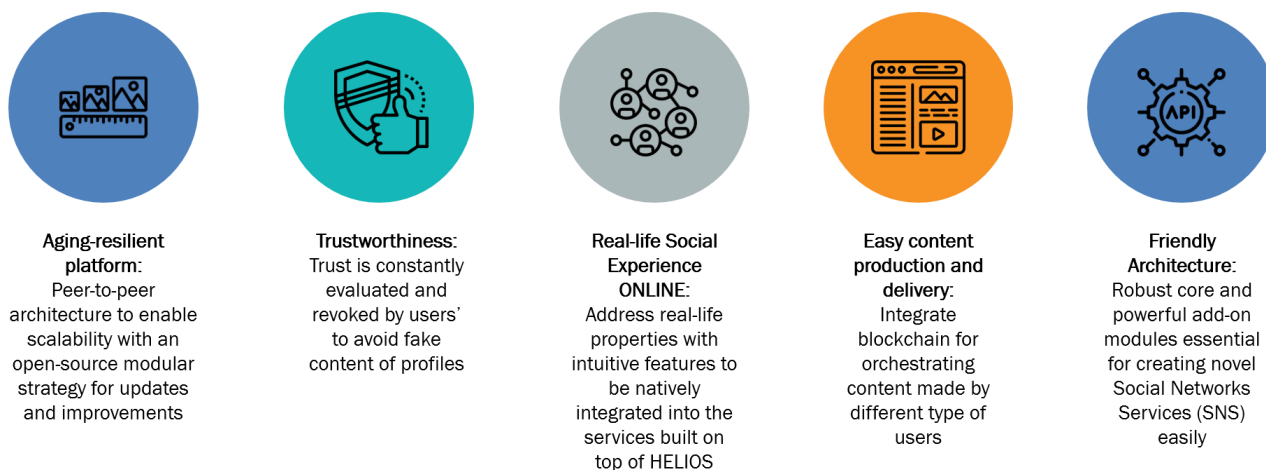


Figure 3: HELIOS Principles

All these definitions were developed within T8.5 and compiled in the project brand book of HELIOS to ensure consistency of messages shared by partners' in all the communications. Because of these concepts, the HELIOS Manifesto states: "Leading the European Transformation by REDEFINING SOCIAL NETWORKS as a primary mean of communication of today's society. Integrate state-of-the-art technologies to provide an innovative decentralised platform giving users' full control of their data while providing monetisation options with trust and transparency features"⁶.

To develop an efficient communication and dissemination strategy, besides the development of these "product" concepts as part of the strategic marketing of the project – which was vital as they define the purpose and reason for the existence of HELIOS – it is essential to include three major elements on the strategy proposed in this document to contribute to the achievement of the mission and vision:

- **Identification of Stakeholders** – Who is our customer/recipient? Why should they be interested in HELIOS?
- **Communication/Dissemination Phases** – Understanding when different actions must be implemented is important. As an example, too much communication or marketing actions when the product is not available can lead to a situation where potential users get disappointed. Therefore, messages should be aligned with the project lifetime and evolve over the time too accordingly.

⁶ (HELIOS Consortium - T8.5, 2019)



- **Tools, formats and channels:** How and where are we going to share HELIOS messages? The range of channels used by the project varies from on-line and off-line channels including several formats of communication to reach the target audience. These will also evolve according to the evolution of the project in the technical part.

3.3. Target Groups

To maximise the impact of the project, HELIOS' stakeholders for communication and dissemination purposes were defined at the proposal stage:

- European public and private media
- University students and visitors
- Other research initiatives covering similar topics
- Private and public institutions involved in the go-to-market
- Related enterprises working in privacy, media, etc
- Research communities related to the topic of the project
- National or regional funding bodies
- Sector or geographical organisations of industrial end users
- Vendors, integrators and sector organisations
- Wide research community
- Policy Makers at European, national or regional level

Nevertheless, during the work on T8.5, relevant stakeholders have been grouped by type of target group. As an example, research initiatives or communities related to HELIOS' topics are comprised in the wide research community, so it is understood as only one target group since their interest in the project is practically the same. In the same sense and aligning with the classification that is being done on the Exploitation tasks, a new categorization of stakeholders has been done according to the involvement and role of those on the value chain.

The integration among competences and roles of partners in HELIOSHELIOS allows the creation of a solution offering multiple benefits to several stakeholders along the value chain and the type of relation between the user and the platform.

As an example, for the STXT use case, we refer to a platform to collect and redistribute media content for journalistic usage, in which we have two types of stakeholders: content producers (citizens, journalists, influencers, etc.) that distribute their content to content consumers (citizens, TV stations, broadcasters, etc.). As seen, some roles are partially overlapped especially if we are referring to producers or consumers of content.



LINKS and ATOS have been working together in the Exploitation and Business Modelling Tasks to come with a categorization of stakeholders that will be taken into account by the T8.5 to communicate the appropriate messages according to the specific role of potential HELIOS users in general:

- Media content prosumers
 - HELIOS end-users (prosumers): Divided into consumer that refers to the user consuming HELIOS services and content, and prosumer that is the user not only consuming but also generating different type of content. In this case, the message will be aligned on how HELIOS empowers meaningful relationships with context-based networks while providing rewarding mechanisms for content creation, consumption, curation, and promotion.
 - HELIOS end-users (businesses): Companies that uses apps/services based on HELIOS platform provided by other companies/providers/developers. Specifically talking about the use cases, these can be a local cinema, an art gallery, a marathon organizer, and a broadcast company. Given the broad definition of these stakeholders, here the media content exploiters and advertisers are also taken into account. The message to this group is focused on how HELIOS facilitates the interactions not only between users but also with a different type of businesses that can be in line with the user interests, likes, preferences, style, etc. In the case of advertisers, the relation goes one step beyond as brands can start doing more effective targeted campaigns with true data provided by the users, which at the same time get rewarded.
- Services developers
 - HApps providers: They serve end-users with services developed on top of HELIOS. The communication towards this group is focused on enabling the exploitation of the value generated within context-based communities, adding a “social flavour” to existing services, and promoting value redistribution within the network.
 - HApps developers: App and software development companies that develop services for HELIOS but does not necessarily commercialise them directly. The value proposition for this stakeholder is based on how HELIOS provides a development toolkit to streamline the creation of social media-based application and services on top of HELIOS, which at the same time is appealing to end-users.
- HELIOS providers:
 - HELIOS developers: Development and maintenance of HELIOS platform enablers. The communication is focused on the overall benefits of HELIOS but with the aim to stimulate the development of additional and modular components that contribute to the new generation of social media services.



- Technology providers: Development and maintenance of underlying technology infrastructures to create new opportunities for large-scale applications of grounding technologies in the social media world.



4 Communication and Branding

The branding of the project is a key factor of the communication strategy, as it reflects the soul of the project and establishes the main visual guidelines to be followed by all partners in all communications to ensure coherence and maximize the impact. A specific document has been created among T8.5 in relation to HELIOS' brand identity, which is composed of the following elements:

4.1. Logo

The *HELIOS Logo* supports visually the concept of “heliocentrism” as a metaphor of how HELIOS place the user in the centre of the ecosystem and provides them features and capabilities to have full control of their data and contents by designing and developing a decentralised Social Network. As a complement of the logo, *HELIOS Icon* uses the 3D “H” featured in the project logo for specific graphic designs where the complete logo does not fit because of the size or visual composition. The icon is considered as a fundamental element of HELIOS identity and contributes to the visual positioning, as it is common in current Social Network Platforms. The brand book developed includes guidelines regarding the Do's and Dont's for the use of the logo.



Figure 5: HELIOS Logo



Figure 4: HELIOS Icon

The logo of the project went through a rebranding process, as the one included in the proposal (*Figure 6*) did not fulfil the requirements from a “good logo” due to the use of multiple elements, different quality elements, among others. The Graphic Design team from ATOS provided new logo proposals, and TCD contributed as well with some ideas that were presented to all consortium partners through a survey. The new logo and image of HELIOS were voted by at least one representative of each partner.



Figure 6: HELIOS Old Logo

4.2. Colour Palette

The *HELIOS Colour Palette* chosen for the project is based on the symbolism of colour psychology. The two predominant colours are:

- Orange/Yellow, which represents the colours of the sun (HELIOS users) and is used often to draw attention and stimulates emotions by transmitting creativity, enthusiasm, fun, youthfulness, happiness, and joy;
- Blue, which represents the safe and secure platform that is at the “heart” of HELIOS by transmitting authority, success, security, and trustworthiness.

These colours are being used in every communication of the project to reinforce the visual identity. The following image presents the colours chosen with HTML, RGB, and CMYK codes.

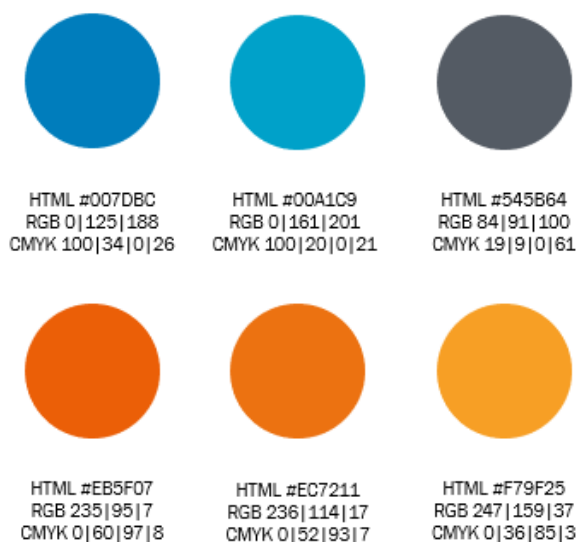


Figure 7: HELIOS Colour Palette



4.3. Other branding elements

- **Tagline:** The tagline has not been changed from the one included in the proposal, as it communicates the main aim of HELIOS: “A Context-aware Distribute Social Networking Framework”.
- **Typography:** Franklin Gothic Book to be used in all graphic communications for alignment between all the materials produced by partners.
- **Imagery:** HELIOS communications (press release, social media posts, website content, etc.) should be accompanied with images that transmit and relate with the purpose of the project in terms of creation of novel social graphs, communication, connection, security, innovation, trust, etc. These images can have multiple colours, but orange, yellow or blue should be predominant, even with the modification of the image through a filter. The *Figure 8* shows some examples included in the HELIOS Brand Book:



Figure 8: Imagery examples for HELIOS communications

In addition to recommend the use of images to maximize visual impact, Atos has also developed some **Tweet Cards**. In fact, it is proven that Tweets with images are 34% more likely to be retweeted than tweets with no images⁷, which means that the development of these designs is fundamental to boost engagement and give HELIOS more visibility on Social Networks, which at the same time contributes to increasing web traffic to the project website. An infographic about Visual Content Marketing statistics and trends for 2019⁸, affirms that 36% of marketers predicted a yearly spend of 31% of the marketing budget just on visual content. It is thus clear for us that an essential element of the positioning of HELIOS, not only in the European Research Community but all the stakeholders that make part of the Value Chain, is the development of visual

⁷ (Postcron, 2019)

⁸ (VENNGAGE, 2019)



content and graphics. The *Figure 9* and *Figure 10* are examples of the material that has been developed so far to improve HELIOS engagement through Twitter and Facebook:



Figure 9: Tweet Card for HELIOS Accepted Papers



Figure 10: Tweet Card for the Social Media Campaign - "On the HELIOS Radar"

HELIOS communication strategy is focused on reflecting the principal characteristics of both the project and the distributed social network itself, linked to the competitive advantages due to the integration of multiple state-of-the-art technologies that provide users' several features and benefits related to privacy, ownership of content and data, monetization, enhanced experience, ad-hoc social graphs creation, among many others.

As described before in this deliverable, the communication strategy has been divided into three stages with different objectives to tackle throughout the life of the project in relation to the technical advances developed. Hence, a communication strategy aligned with these stages is defined following also a structure of specific objectives with specific activities to be performed in order to achieve that objective.



5 Communication and Dissemination Channels

HELIOS team has defined the following channels in the *Figure 11* as the principal communication and dissemination touchpoints with its stakeholders for interaction and engagement:



Figure 11: HELIOS Communication and Dissemination Channels

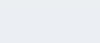
5.1. Website

HELIOS' website has been available since M3 of the project at www.HELIOS-h2020.eu, and it constitutes the main communication channel of the project. It is based on the open source content management system (CMS) WordPress. The website presents the vision and the most relevant information about the project for external audiences, and it also provides access to all public materials and news about the activities performed. In terms of design, it follows the project visual guidelines and has also been set it taking into account SEO and accessibility features.

Under the responsibility of WP8, T8.5, and VTT as the partner in charge of its creation, management, and regularly update, HELIOS' website is a vital channel of the communication and dissemination plan, as it is updated according to the communication needs.

- **Home page:** It offers a comprehensive view of the different sections of the website and the content available. It includes a banner slider on the top with related images to the project, a short description of the project scope, a live Twitter feed to incentivize visitors to follow the account, a subscription form for the newsletter, the disclaimer stating that the project has been funded by the H2020 programme, and icons linking visitors to Twitter and Facebook accounts. With the first issue of the newsletter coming soon, the team will develop a specific Landing Page with the subscription form which will be also set up as a first layer on the home page. (*Figure 12*)
- **Project:** With an image featuring P2P communications with two mobile devices, the project section is dedicated to the presentation of HELIOS project. In first place, it includes all the project information regarding the funding amount, date of activity, coordinator, among others. In addition, it includes information about the objectives, architecture, impact and expected outcomes. The information in this section will be updated along with the advances and milestones achieved in the project. (*Figure 13*)




- 

HOME PROJECT PARTNERS RESULTS NEWS & EVENTS CONTACT US

HELIOS

A Context-aware Distributed Social Networking Framework



Welcome to HELIOS Project


HELIOS will create a decentralized social media platform that will address the dynamic nature of human communications in three dimensions: temporal, spatial and temporal.

This platform provides an extension for mobile computing systems (focus on Android), providing easy-to-apply peer-to-peer social media functionality for third party developers.


HELIOS will be built in a modular and extensible manner, by enabling all features characterizing social media today and growing beyond. For human networking, HELIOS will introduce novel concepts for social graph construction and management, which are grounded in trust and transparency.

These concepts will be validated in project piloting together with novel social media features, such as innovative feedback technology and shared spaces.


Furthermore, HELIOS will be modular, extensible and built upon open source, ensuring that social media designers can easily create novel social media apps on top of HELIOS in the future, beyond the end of the project.



HELIOS To Project #helios @helios_uk
HELIOS is under development through an ongoing context aware & local Social Networking framework. Check our progress on GitHub.



HELIOS To Project #helios @helios_uk
This work is the Helios suite. It's a new way of thinking about social media, allowing real humans to make their **voice heard**. Request the beta version at [http://www.heliosproject.org](#).



On the **HELIOS** Poster

Newsletter Sign Up


Subscribe to our newsletter and receive the updates right in your inbox

<input type="text" value="Email Address"/>	<input type="text" value="First Name"/>	<input type="text" value="Last Name"/>
--	---	--


By clicking Agreement, you provide the box "I accept to be the only email address provided for newsletter" to receive news.

Sign up

This project has received funding from the European Union's Horizon 2020 Research and Innovation Programme under Grant Agreement N° 825585



European Commission



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Figure 13: HELIOS Website - Project Page



5.2. Social Media

It is one of the most useful communication channels to generate engagement with different target groups, related research projects, and end-users of HELIOS in general, by sharing project updates and related contents.

In order to have a strong presence, with valuable and relevant content posted regularly, HELIOS team has decided to limit it to the use of only Twitter and Facebook. In addition, the consortium has established a procedure to guarantee that all partners are contributing to this activity with a Collaborative Social Media Calendar available on TEAMS. Each partner provides at least 2 posts suggestions the last week of the month, and then UNIPi programs those posts with the help of the automated tool Hootsuite, with a free plan that allows to set up 3 social media profiles, 30 scheduled messages and 1 user. For posts that we did not have such anticipation, such as achieving certain number of followers, real-time posts from events, etc., HELIOS project has set up a distribution list for partners to send the information to be posted manually.

The use of this Social Networks is tracked, measured and monitored monthly, in case we need to make some improvements to the strategy to ensure the effectiveness.

- **Twitter:** @HELIOSEUProject is being used to distribute new content updated in the website, as a call-to-action approach, using direct links to the website to enhance traffic figures such as Unique Visitors. In addition, it shares valuable content about the project results, milestones achieved, news, the relation of the project to the current social media world, etc... Specific campaigns are being run such as #MeetHELIOSPartners (to give visibility to the partners, improve engagement, and share what each partner is contributing in the project), and #OnTheHELIOSRadar (to share the results of the Market Observatory led by LINKS (T8.2) on Distributed Ledger Technologies and Social Media). (Figure 14) Some tactics that are being followed to boost our Twitter strategy include:

- Interact with target groups (Mention, RT, etc)
- Engage with influential people in the research community
- Enhance Twitter presence with a strong bio (visuals in line with branding guidelines, accurate description, link to the website and use of appropriate hashtags)
- Strategic selection of the people, project, organization, community, etc, we want to follow
- Use of visuals in our tweets (Use of pictures increase retweets by 35%)
- Include Call-to-Action
- Include 1-3 hashtags in the tweets



Figure 14: HELIOS Twitter Account



- **Facebook:** Even though Facebook is not a common Social Network used in the research context, HELIOS team considers that it contributes to reaching out to both the general public that is a potential HELIOS user and targeted stakeholders' groups that are also on this Social Network.

An advantage we have found with the use of Facebook is the possibility of posting messages with more content in relation to current news related to subjects HELIOS is working on, such as FaceApp privacy concerns⁹, which has proved high engagement rates and more visibility to the project. This activity also contributes to enhancing traffic rates on our website. (Figure 15)

Some tactics that we are implementing in the use of Facebook include:

- Driving traffic from the website to the Facebook Page
- Engaging with our Facebook community
- Engaging with other Facebook Pages
- Posting images on Facebook (Posts images receive 2.3x more engagement than posts without¹⁰)
- Posting videos (Videos are even more effective than images and have 135% greater reach than photo posts¹¹)

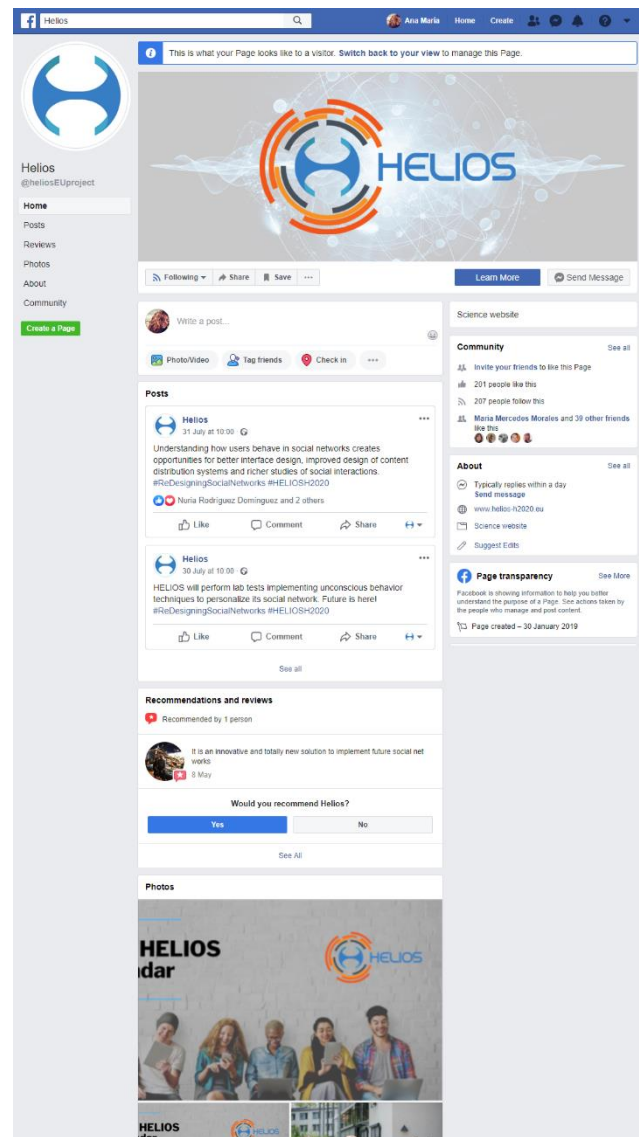


Figure 15: HELIOS Facebook Account

5.3. Communication Material

Printed communication and dissemination material is fundamental in order to spread the message and results of HELIOS project, as it can be used in different scenarios where the project is having a presence such as events, conferences, exhibitions, among many others. At

⁹ (The Verge, 2019)

¹⁰ (Monaghan, 2019)

¹¹ (INSIL, 2019)



the first stage, the development of a project leaflet and roll-up is conceived, but throughout the project life, other materials will be produced to support the communication needs of the project.

The development of the roll-up and a poster template is still in process, but the first version of the leaflet has been already designed. Following the branding guidelines, the leaflet presents the main idea behind HELIOS by highlighting the benefits and features that users are going to experiment with the distributed social network platform, the objectives of the project, and the main technologies that are going to be implemented. It also includes all the partners' information, website, social media accounts, and contact info. (Figure 16 - Figure 17)



Figure 16: HELIOS Leaflet - Cover



Figure 17: HELIOS Leaflet - Back



5.4. Videos

The development of short videos has been conceived since the beginning of the project to transmit in an easy way the objectives and benefits of HELIOS and generate more engagement with our key target. For now, we have been receiving support from an initiative led by TCD called [HELIOSphere](#), inspired by HELIOS, with the aim of understanding, gathering, and structuring the citizen's expectations regarding Social Media in order to influence the development of future social media platforms.

The content and information gathered by HELIOSphere is going to be used as input for the design and development of HELIOS and has been shared through all HELIOS channels. Some interviews with HELIOS partners were conducted at the 2nd Project Meeting in Thessaloniki, as the *Figure 18* illustrates:



Figure 18: [HELIOSphere interview with Pilar Orero from UAB](#)

5.5. Events (Conferences, exhibitions, presentations, etc)

The participation in different types of events is essential for the visibility of the project among external stakeholders. A collaborative list of events is available on TEAMS so all project partners can contribute with events of interests for the project.

The *Table 3* provides an overview of industrial events and conferences to be considered of interest for HELIOS at national, European and global level:

Name	Location	Type of participation	Link
IBC2019	Amsterdam, Netherlands	Exhibition/Stand/Presentation	Link



Name	Location	Type of participation	Link
GOODTECHS 2019 - 5th EAI International Conference on Smart Objects and Technologies for Social Good	Valencia, Spain	Paper presentation	Link
Complex Networks The 8th International Conference on Complex Networks and their Applications	Lisbon, Portugal	Paper presentation	Link
Web Summit 2019	Lisbon, Portugal	Conference/Exhibition	Link
App Promotion Summit	Berlin, Germany	Conference/Exhibition	Link
Friends of Search	Amsterdam, Netherlands	Conference/Exhibition	Link
Digital Business World Congress	Madrid, Spain	Conference/Exhibition	Link
Social Media Week	London, UK	Conference/Exhibition	Link
Social Media Week	Milan, Italy	Conference/Exhibition	Link
IAPP Europe Data Protection Congress 2019	Brussels, Belgium	Conference/Exhibition/Workshop	Link

Table 3: Events for potential participation

The Table 4 includes information about the events or conferences where HELIOS has already participated in:

Name	Partner	Date	Location	Link
Media Convergence and Social Media Concertation Meeting 2019	VTT	06/02/2019	Brussels, Belgium	Link
ITU Workshop on The Future of Television for Europe	UAB	07/06/2019	Geneva, Switzerland	Link
Summer Class: Translating in the 21 st century and the challenge of sustainable development	UAB	27/06/2019	Università Ca Foscari Venecia, Italy	Link
HELIOS a context-aware distributed social networking platform Presentation to visitors from Marymount University	UH	15/02/2019	Helsinki, Finland	No link available



Name	Partner	Date	Location	Link
HELIOS a context-aware distributed social networking platform				
Presentation to de P2P Systems and Blockchain course from the Department of Computer Science of UNIPI	UNIPI	31/05/2019	Pisa, Italy	No link available

Table 4: HELIOS participation in events until M7

The participation of HELIOS in future events depends also on the cost of sponsorship packages and other opportunities such as Call for Speakers, Call for Papers, Call for Posters, among many others. More details will be reported in D8.3.

5.6. Posters

A poster presentation, at a congress or conference with an academic or professional focus, is very common within the research community, a very important target for HELIOS as it allows us to position and share our results with other projects. All posters developed from now on will use the poster template that is being developed by the design team of ATOS, to guarantee that the design of all posters is in line with the branding established for HELIOS.

UH has presented a poster of HELIOS on the [Demo Day of Secure Systems Group](#) at the Aalto University in Helsinki, Finland. (Figure 19: HELIOS Poster presented at Demo Day of Secure Systems Group

)

It is planned that all the academic/research partners contribute with this task in order to achieve maximum impact and the number of posters decided at a proposal stage.

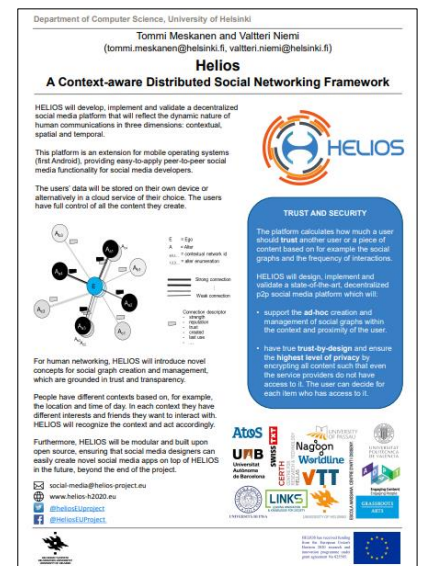


Figure 19: HELIOS Poster presented at Demo Day of Secure Systems Group

5.7. Scientific/Research Papers

The development and publication of papers in specialized magazines or journals is an essential activity to attract the attention of interested and related parties within the development and results of the HELIOS project. Therefore, HELIOS consortium will seek to publish the project outcomes through several professional publications targeting the entire range of stakeholders. Some of these publications are listed in the Table 5:



Name	Link
IEEE Internet Computing	Link
Communications of the ACM	Link
IEEE Transactions on Multimedia	Link
IEEE Transactions on Broadcasting	Link
IEEE Transactions on Mobile Computing	Link
ACM Transactions on the Web	Link
IEEE Consumer Electronics Magazine	Link
IEEE Access	Link
IEEE Transactions on Computational Social Systems	Link
IEEE Transactions on Visualization and Computer Graphics	Link

Table 5: List of journals for HELIOS publications

So far, HELIOS has two accepted papers:

- “A multilayer social overlay for new generations DOSNs” – Accepted for the event GOODTECH2019 in Valencia, Spain – Authors: Barbara Guidi and Andrea Michienzi from UNIPL; and Kevin Koidl and Kristina Kapanova from TCD.
- [“Boosted seed oversampling for local community ranking”](#) – Journal paper published on Information Processing and Management by Elsevier – Authors: Krasanakis, E., Schinas, E., Papadopoulos, S., Kompatsiaris, Y., & Symeonidis, A. (2019) from CERTH.

5.8. Press Releases

Press releases are branding and credibility tools that allow us to get the word out about the HELIOS project, its expected results, and the different technologies integrated. If we are able to develop content engaging enough, we can also expect some benefits such as more impact on social media, direct targeted and organic traffic back to the project website and create journalistic interest with actions and interviews with journalists, and broad media coverage. These press releases are developed according to the technical milestones of the project or any other activity worth enough of being published in an official press release.

Thanks to the work done so far with the first official press release issued by the consortium, we have identified several of the benefits mentioned before, and we have decided to boost this action in order to contribute to the achievement of the KPIs established at a proposal stage.

In addition to media coverage, we have identified several publications at affiliated websites (e.g. partners news section), which also contributes to the visibility and positioning of the project. The Table 6 lists all the publications, from both media coverage to affiliated website, achieved until July 31st, 2019:



Type	Title	Media + Link	Estimated Audience Reached ¹²
Media Coverage	HELIOS te ayuda a crear redes sociales	Teragames.com.mx	892
Media Coverage	HELIOS te ayuda a crear redes sociales	lacapital.com.mx	933
Media Coverage	HELIOS, plataforma digital europea para crear redes sociales	Notimex.gov.mx	450
Media Coverage	HELIOS, plataforma digital europea para crear redes sociales	Rotativo.com.mx	4.245
Media Coverage	Nuevo proyecto europeo: una plataforma digital para crear redes sociales	UAB Website	40.476
Media Coverage	Nou projecte europeu: una plataforma digital per crear xarxes socials	UAB Website	N/A
Media Coverage	New European project: digital platform to create social networks	UAB Website	N/A
Media Coverage	Research and Innovation for Future European Media 2019	H2020 Brochure - Media Convergence, Social Media and STARTS - P42	304
Media Coverage	EU-Projekt HELIOS: Europäische Antwort auf Facebook & Co.	Digital Research Magazine – Universität Passau	2.841
Media Coverage	€5Million EU-Funded Project, HELIOS, to Redefine the Future of Social Networks	ADAPT Centre Website	346
Media Coverage	A context-aware Distributed Social Networking Framework	Atos Research and Innovation Newsletter	300
Media Coverage	EU-Projekt HELIOS: Europäische Antwort auf Facebook & Co.	Web and Mobile. DEVELOPER magazine (Print Version)	TBC
Media Coverage	Trinity Scientists to Debate Social Media With The Public	University Times	2140

¹² The Estimated Audience Reached is calculated as the 8% of the Monthly Unique Visitors of each website with the tool <http://www.siteworthtraffic.com/>



Type	Title	Media + Link	Estimated Audience Reached ¹²
Media Coverage	HELIOSS – A Context-Aware Distributed Social Networking Framework	Atos Sales Portal and Newsletter	2000
Interview	How to make Social Media more accessible? Dr Pilar Orero @HELIOSSphere	HELIOSSphere Youtube Channel	50
Media Coverage	EU-funded project HELIOSS will redefine the future of Social Networks	CORDIS	1,034,596
Media Coverage	Image a Social Network like FaceBook with no FaceBook	Euroscientist	1.293
Media Coverage	HELIOSS in the News	Atos Research and Innovation Newsletter	300
Media Coverage	€5Million EU-Funded Project, HELIOSS, to Redefine the Future of Social Networks	TCD Website	38239
Media Coverage	The kick-off meeting of the project HELIOSS	UAB Blog	no data
Media Coverage	HELIOSS Kick-off meeting	UPV Website	no data
Interview	HELIOSS: Uni Passau arbeitet an Social-Media-Revolution	Idowa.de	7605
TV Interview	Soziales Netzwerk der Zukunft	TRP1	967
Affiliate Website	HELIOSS - A Context-aware Distributed Social Networking Framework	Atos Research and Innovation Booklet	149
Affiliate Website	HELIOSS - A Context-aware Distributed Social Networking Framework	Grassroots Website	0
Affiliate Website	HELIOSS - A Context-aware Distributed Social Networking Framework	LINKS Foundation Website	274
Affiliate Website	HELIOSS	UNIPi Website	21290
Affiliate Website	HELIOSS	UPV Website	40786
Affiliate Website	Worldline es socio oficial del proyecto HELIOSS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Worldline News Section	6718
Media Coverage	Worldline participates in EU-funded social network project HELIOSS	Finextra.com	20309
Interview	Adapt's Kevin Koidl on rethinking social networks	Techcentral.ie	3773



Type	Title	Media + Link	Estimated Audience Reached ¹²
Media Coverage	Worldline participates in EU-funded social network project HELIOS	FCLegal.com	no data
Media Coverage	Worldline es socio oficial del proyecto HELIOS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Sticknoticias.com	977
Media Coverage	Worldline Ha Sido Seleccionado Como Socio Del Proyecto HELIOS Para Construir Una Red Social Europea	Revista Cloud Computing	2009
Media Coverage	Worldline entwickelt soziales Netzwerk der EU mit	Computerwelt.at	3062
Media Coverage	How to design the future of social media	CORDIS	1034597
Affiliate Website	REDEFINE THE FUTURE OF SOCIAL NETWORKS EUROPEAN PROJECT HELIOS	Swiss TXT Website	5126

Table 6: List of media coverage and other publications achieved until M7

5.9. Newsletter

The use of quarterly newsletter will also contribute to give more visibility to the project and its results throughout the life of HELIOS. With the aim of increasing the traffic to the website, the newsletter will be sent through the tool Mailchimp to the subscribers' list, but the complete texts of each section will redirect the reader to the news section at HELIOS' website. In addition, the complete newsletter will be uploaded at the website and promoted extensively through social media.

The first issue of the newsletter will be published at the end of September, and the following issues will be as described in the *Table 7*:

Newsletter #1 (Sept/19-M9)			
Section	Title	Report	Partner
HELIOS Updates	Project Set Up: General info of the project + objectives + partners	MS1	VTT
	Definition of the social overlay	MS2	UNIFI
	Evaluation plan ready	MS4	UAB
	Initial Concept Report	D2.1	TCD
	Design Fiction Intro/Report	N/A	MASS



HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS + UAB
HELIOS Meet the Partners	VTT		
Newsletter #2 (Dec/19-M12)			
HELIOS Updates Project	Heterogeneous Social Network Graph topology and lifecycle	D4.1	UNIFI
	Time-dependent Social Graph	D4.2	UNIFI
	Prosumer production and premium content service (intro)	D5.6	STXT
	What is computational Trust?	N/A	TCD
	TBC	TBC	TBC
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
HELIOS Meet the Partners	ATOS + WLI		
Newsletter #3 (Mar/20-M16)			
HELIOS Updates Project	Define rewarding methodologies	D4.4	WLI
	Lab test TBC report – Intro	D7.2	UPV
	Trial report – Intro	D7.3	UAB
	Computational Trust in Human to Machine	N/A	TCD
	TBC	TBC	TBC
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
HELIOS Meet the Partners	UAB+UPV		
Newsletter #4 (Jun/20-M19)			
HELIOS Updates Project	Participating Open Research Data Pilot	D1.8	VTT
	User Centric Design Requirements Gathering	D2.7	VTT
	Development of content-aware social graphs	D4.8	CERTH
	Mining the Social Graph	D4.3	CERTH
	Computational Trust in Smart Environments	N/A	TCD



HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
HELIOS Meet the Partners	CERTH + GAR		
Newsletter #5 (Sept/20-M21)			
HELIOS Updates Project	User Centric Design Requirements Gathering (v2)	D2.7	VTT
	Prosumer production and premium content service (v2)	D5.6	STXT
	Trial report (v2)	D7.3	UAB
	TBC	TBC	TBC
	TBC	TBC	TBC
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
HELIOS Meet the Partners	MASS + LINKS		
Newsletter #6 (Dec/20-M24)			
HELIOS Updates Project	Pilot validation report (Intro)	D7.4	UAB
	Augmented Reality interface v1 for shared spaces ready for integration	MS11	Nagoon
	TBC	TBC	TBC
	TBC	TBC	TBC
	TBC	TBC	TBC
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
HELIOS Meet the Partners	STXT + TCD		
Newsletter #7 (Mar/21-M27)			
HELIOS Updates Project	Neuro-based services	D4.6	UPV
	Organic social graph creation	D4.7	TCD
	TBC	TBC	TBC
	TBC	TBC	TBC



	TBC	TBC	TBC
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
HELIOS Meet the Partners	UNIPi + UP		
Newsletter #8 (Jun/21-M30)			
HELIOS Updates Project	Report Pilot Switzerland / Barcelona	N/A	UAB
	TBC	TBC	TBC
	TBC	TBC	TBC
	TBC	TBC	TBC
	TBC	TBC	TBC
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
HELIOS Meet the Partners	UH + NAGOON		
Newsletter #9 (Sept/21-M33)			
HELIOS Updates Project	Report Pilot Switzerland / Barcelona	N/A	UAB
	TBC	TBC	TBC
	TBC	TBC	TBC
	TBC	TBC	TBC
	TBC	TBC	TBC
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B
Newsletter #10 (Dec/21-M36)			
HELIOS Updates Project	Augmented Reality interface for shared spaces	D5.1	Nagoon
	3D authoring tools for V-space creation	D5.2	CERTH
	Group communication services v2 and demonstrators	D5.4	CERTH
	Final Core Release	MS5	VTT
	Final Evaluation Results	MS6	UAB
HELIOS Comms (Events, material, etc)	TBC	N/A	ATOS+UA B



HELIOS Partners	Meet the	Picture of all the consortium	
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Table 7: HELIOS Newsletter Planning

The calendar of the newsletter will be adjusted according to the communications needs of the project and the milestones reached in the technical part, so we can think of it as a live planner that will change through time. Each issue of the HELIOS Newsletter will be reported in the upcoming D8.3 (M18) and D8.5 (M36).

Other communication and dissemination channels: With the aim of maximizing the impact and visibility of HELIOS project, the consortium has agreed in collaborating with the publication and dissemination of HELIOS' communications through their own Social Media Accounts (personal and corporative) and external/internal newsletters (corporative). The *Table 8* specifies some of these corporate channels:

Partner	Twitter	Facebook	Other
VTT	@VTTFinland (16.7K Followers)	@VTTFinland (4.587 Likes)	
ATOS	@AtosES (3.188 Followers) @AriMarcomm (192 Followers) @Atos (30,6K Followers)	@AtosSpain (388 Likes)	Atos Internal Newsletter (3000 recipients) Atos Research and Innovation Newsletter (300 recipients)
CERTH	@CERTHellas (1.494 Followers)	@MKLabCERTH (343 Likes)	
GAR	@ Grassrootsarts (3 Followers)	No available	
LINKS	@LinksFoundation (617 Followers)	@linksfoundation (2.508 Likes)	
STXT	No available	No available	STXT LinkedIn (650 Followers) Customer Newsletter (EN: 750, FR:140, DE: 920 recipients)
TCD	@tcddublin (57.4K Followers) @AdaptCentre (3.003 Followers) @HELIOSphereEU (28 Followers)	@trinitycollegedublin (76.354 Likes) @ADAPTCentre (379 Likes) @HELIOSphereEU (160 Likes)	



Partner	Twitter	Facebook	Other
UNIP	@Unipisa (14.8K Followers)	@unipisaofficial (53.326 Likes)	Ricerca Europea e Internazionale Newsletter
UAB	@UABBarcelona (44.3K) @TraduccioUAB (525 Followers)	@uabbarcelona (61.237 Likes) @traducciouab (148 Likes)	
UPV	@UPV (45.7K Followers)	@UPV (59.999 Likes)	
UH	@helsinkiuni (33.3K Followers)	@HelsinkiUniversity (121.476 Likes)	
WLI	@WorldlineES (580 Followers)	@WorldlineGlobal (1.306 Likes)	
MASS	@EscolaMassana (5,000 Followers)	@EscolaMassana (10.362 Likes)	

Table 8: Other channels



6 Timeline and Resources

Communication and dissemination are activities that run for the entire duration of the project. In HELIOS, it has been determined that ATOS manages and monitors all the activities performed and supported with the participation of all partners.

For the management of the task, ATOS has developed the first-year communication plan including the number and type of activities that should be performed to achieve the objectives and also has developed several templates and documents – all collaborative and available on TEAMS repository – such as:

- HELIOS Brand Book
- HELIOS Comms Plan (Y1)
- HELIOS Upcoming/Potential Events
- HELIOS Reporting Template
- HELIOS Social Media Reporting Template
- HELIOS Newsletter Calendar
- HELIOS Metrics Report (Monthly)
- HELIOS PPT Template (To be used by all partners in all presentations, either internal or external)
- HELIOS Press Release Template

In terms of effort, T8.5 envisions the participation of all partners in the activities related to enhance the visibility of the project as a whole, but partners' have a different kind of involvement as shown in Table 9:

Partner	PMs
ATOS Task Leader	5
UAB	4
UPV	3
VTT	2
LINKS	2
UNIFI	2
MASS	3
CERTH	2
TCD	2



Partner	PMs
STXT	1
UH	1
TOTAL	27

Table 9: Partners' effort for T8.5

The Table 10 presents the plan for the first year of project:



HELIOS D8.1 – Dissemination Plan

HELIOS COMMS PLAN Y1																	
HELIOS OBJECTIVES						Project (Objectives + Partners + Development)				Use Cases			First Results				
GENERAL OBJECTIVE	SPECIFIC OBJECTIVES		ACTIONS	KPI'S Y1	Partner	March	April	May	Junio	July	August	September	October	November	December		
Positioning HELIOS among its stakeholders as the first decentralized, transparent and secure Social Network, through the development and execution of a communication and dissemination plan involving creative ATL (Above the Line), TTL (Through the Line), and BTL (Below the Line) actions that generate visibility, awareness and impact of the project.	Awareness	Implement a digital strategy through the development of online marketing activities including website and social media channels targeting key audiences for the project to generate brand recognition.	Development of website (Structure + Basic Content)	1	VTT												
			Website Update - Blog Content	--													
			Google Analytics Report	60,000 Unique visitors 30,000 Unique Visitors with more than 5 mins visit time on site													
			Social Media Posts	333 posts 333 shares 3336 followers 3336 likes	UNIPI												
			Monthly Posts Calendar														
			Social Media Report														
	Visibility	Generate online and offline visibility of the project by creating valuable content related to the project activity and results, to be shared through several channels (website, social media, events, etc).	Brochure development (General Info)	1	Atos												
			Roll up development (General Info)	1													
			Video development (General Info)	1													
			Video development (Specific Info V.1)	1													
			Participation in Events	3													
				900 (Audience Size)													
			Project Posters	3	CERTH												
				3	UNIPI												
			Publications/Papers	3	CERTH												
				3	UNIPI												
	Action/Engagement	Maximize interest among target audiences to generate engagement, interaction and feedback on the different channels defined	Press releases	3	VTT												
				33000 views													
				3	Atos / VTT												
			Newsletter	33 recipients													
		D8.1 - Dissemination Plan M8															

Table 10: HELIOS Comms Plan Y1



7 Individual Communication and Dissemination Plans

7.1. VTT Technical Research Centre of Finland (VTT)

VTT will promote HELIOS and its results through its operations and communication activities. These are related (but not limited) to the following areas:

- Industrial networks. Although being an academic entity, VTT operates in close co-operation with industry. It is most advantageous for VTT to promote HELIOS platform, making the results available as a whole, or through technologies and knowledge developed for it.
- Academic publications in the fields of media, telecommunications and cybersecurity.
- Industrial and academic forums, such as conferences and seminars, as well as industrial and scientific workshops in the fields mentioned above.
- Associations and alliances: potentially such as BDVA, Blockchain Forum, MyData Global and Next Generation Internet (NGI) initiative (EU).
- Participating external communications within the project itself.

As HELIOS coordinator, VTT will also assist other partners in fulfilling their communication and dissemination efforts.

7.2. Atos Spain (ATOS)

ATOS has large expertise in communicating and disseminating results from its research projects. Through the Innovation Hub, a group of communication and design experts provides all methods and tools for effective communication. In the context of the HELIOS project, ATOS will explore through them how to maximize the potential impact of the distributed social media. ATOS leads and manages the T8.5 – Dissemination and industrial outreach, to guarantee the maximum visibility of the project and the achievement of the KPIs established, by acting proactively in every online and offline communication and dissemination opportunities.

ATOS is also committed to supporting all communication/dissemination activities via on-line communication (social networks, press media, website, etc.), exploiting synergies with already running research projects and support all dissemination activities carried out by the project.

7.3. Centre for Research and Technology Hellas (CERTH)

CERTH will contribute to the promotion of the HELIOS project leveraging its internal and external communication channels, such as department meetings and events, mailing lists and newsletters (including a newsletter that reaches over 5000 businesses in Greece), website and social media profiles (including both the top-level CERTH as well as the ones managed by the participating team), disseminating HELIOS outcomes to relevant user communities and stakeholders.



Dissemination towards the broader research community will be primarily done through the publication of scientific papers in international conferences and journals in the areas of heterogeneous social graph-based analysis and multimedia mining over decentralized network architectures.

According to its policy, CERTH intends to make selected parts of the component implementations available as open-source projects adding to the widespread adoption of the scientific results after the project ends.

Finally, CERTH – as a mediator between academia and industry – will have the capacity to consolidate highly innovative technological bricks and integrate them in prototype solutions and demonstrators to be presented to industry players.

7.4. Grassroots Arts and Research UG (GAR)

GAR is a research and consulting service and will use its partnership in HELIOS for creating novel ideas, concepts and user interfaces for hyper social networking.

GAR will use communication channels such as social media (Twitter, Facebook, LinkedIn) as well as the AI4EU Café to disseminate HELIOS project results towards the broader research community as well as Artist, Designers and start-ups in the cultural and creative industry.

Secondly, GAR will distribute HELIOS project results by the participation to scientific conferences, industrial conferences, workshops, fairs and professional meetings as well as through its participation in the NGI research project AI4EU and its membership in the AI Alliance and NGI Futurium.

Of course, GAR will be ready to exploit unexpected dissemination opportunities, such as new events, publication opportunities, or other media offering the possibility of disseminating the HELIOS project.

7.5. Leading Innovation & Knowledge for Society (LINKS)

The LINKS Foundation will contribute to the promotion of the HELIOS project through its communication channels, such as the LINKS Foundation website, the social media profiles (Facebook, LinkedIn and Twitter) and the institutional presentations of the ongoing activities to external industrial partners and stakeholders.

Furthermore, the permanent Market Observatory (T8.2) on Distributed Ledger Technologies and Social Media will produce a weekly social column, called “On the HELIOS radar”, which will be published on the social media channels of the HELIOS project. This column will explore the latest breakthrough in the social media arena, presenting one relevant player each week and framing the innovation potential of the HELIOS project.



7.6. Nagoon AB (NG)

7.7. Swiss TXT AG (STXT)

STXT Exploitation plans are built on its position as the Multimedia ICT & Accessibility Services Competence centre of the SRG public broadcaster of Switzerland. STXT is addressing the internal market of SRG as well as the external market in the broadcasting area including the swiss neighbourhood– market.

STXT uses for its communication and dissemination possibilities speaker slots at the major gatherings of the industry EBU, IRT , ITU - presenting at the major broadcasters exhibitions (IBC, MMT) - build a Cluster among other related EU (H2020) projects for joint Exploitation of the innovation assets of these projects - writing articles about the project and provide social Media posts and in customer newsletters, and in four languages. Also, synergies with running research projects (e.g., Content4All) are used to support these dissemination activities.

7.8. Trinity College Dublin (TCD)

TCD will contribute towards the promotion of HELIOS through leveraging the internal and external communication channels of ADAPT and TCD such as newsletters, media events, social media accounts and websites.

Further dissemination will be carried out through internal and external meetings, industrial/scientific conferences and events, workshops. Additionally, the outcomes of the project to the relevant communities as well as scientific research of the project will be communicated through scientific journals to the research community.

TCD will also utilize unexpected dissemination possibilities – new events, conferences, seminars, new public outreach, etc to promote the project.

7.9. Università di Pisa (UNIPi)

UNIPi, in detail the Department of Computer Science, has an important history in Computer Science, and will use its partnership in HELIOS for creating novel research proposals, concepts and ideas about distributed networks, and in detail in the fields of both Distributed Online Social Networks and Blockchain.

UNIPi will use communication channels such as social media (Twitter, Facebook, LinkedIn) as well as scientific events, conferences, and journals.

Of course, UNIPi will be ready to exploit unexpected dissemination opportunities, such as new events, publication opportunities, or other media offering the possibility of disseminating the HELIOS project.

7.10. Universitat Autònoma de Barcelona (UAB)

As a university, UAB main domain of competence is normally scientific research. The personnel involved in the HELIOS project for UAB are professors or (post)-doctoral researchers doing research



directly related to User Experience and Accessibility. For those reasons, the UAB will focus on the following:

- The main contribution of UAB towards the dissemination of HELIOS material will be the participation in international scientific conferences, industrial conferences and events, workshops, fairs and professional meetings. The main objective will be to present the project, its objectives, and UAB's roles and activities.
- The second medium of dissemination that UAB will use are the creation of news items and the use of social media. This will be especially relevant within the community of students of UAB and MASS in order to support user recruitment activities. It will be also objective of promotion the results obtained and the collaborations with external entities that will take place during the project lifetime.
- In parallel, UAB is providing special support to Atos in the coordination and preparation of the HELIOS newsletter, dissemination material such as posters and leaflets, news items, and social media content. It is also expected to create short media clips to communicate the validation activities that will take place within WP7 - Piloting, Validation and Evaluation, work package that leads.
- UAB is working towards the implementation of the EN301 549 in the HELIOS project. EN 301 549 is the standard set to enable websites and apps to comply with the European Union (EU) Directive on the Accessibility of Websites and Mobile Applications. EN301 549 is a set of accessibility requirements divided into chapters, which in chapter 9 sets WCAG 2.0 Level AA as the expected standard. The application of WACG2.0 success criteria and other W3C and WAI/Tools in the HELIOS project will enable to make communication tools accessible (i.e. website, mobile application, digital material, etc.) and also all printed material.

7.11. Universitat Politècnica de València (UPV)

UPV is a non-profit research centre and will leverage their involvement in HELIOS for a) reinforcing its capabilities and expertise in the technological areas of interest for the project b) developing new services and technologies in the domains of 1) human behavioural sensing in digital environments and 2) validity of the impact of augmented reality in digital mobile platforms. UPV targets funding agencies (e.g., European Commission for H2020 programme or national as CDTI); private sector companies, especially in marketing, retail, and ICT sectors; research community, especially in the areas of neuromarketing, consumer neuroscience, machine learning and mixed realities; researchers working at UPV and close collaborators; and students at UPV. UPV will contribute to T8.5 by:

- Dissemination through scientific relevant papers in indexed journals and conferences
- Dissemination through relevant business events and conferences
- Dissemination through UPV channels (social media, newsletter)
- Creation of MVP demonstrators for presenting results to relevant events and partners



7.12. Universität Passau (UP)

The University of Passau personnel involved in the HELIOS project are Prof. Dr. Meinhard Schröder, in charge of the Chair of public law, European law and IT law, and Carolina Goberna Caride, research and doctoral associate focusing in the field of data protection, data privacy and surveillance of electronic communications in connection with human rights. Therefore, legal expertise is provided to the HELIOS project.

Dissemination towards the broader university and research community is being done through interviews by the press and communication department of the University, including printed press releases in local and regional newspapers and interviews in radio and TV channels (Regionalfernsehen, Deutschlandfunk, PNO, Straubinger Tagblatt). Moreover, the communication department publishes information about the HELIOS project in the University webpage and Uni-Magazin whenever there are updates. Additionally, publications will be sought through scientific papers in conferences and journals in the areas of data protection, data security and legal aspects of telecommunications.

UP will develop D1.4 final legal report in M36 consisting of a final report of legal issues touched by the project; delivered as a feedback to the regulatory process.

7.13. University of Helsinki (UH)

UH will use internal and external communication channels, such as group meetings, department meetings, national conferences and mailing lists, to promote HELIOS within Finland. In addition, HELIOS will be promoted in bilateral gatherings between Finland and other countries.

Dissemination towards the broader research community will be primarily done through the publication of scientific papers in quality international conferences and journals in the areas of cryptography, security and privacy.

7.14. Worldline Iberia (WLI)

Worldline will contribute to the promotion of the HELIOS project results using both internal and external communication channels. Internal meetings and events with Sales account managers from Wordline will be conducted, in order to disseminate and communicate relevant findings and outcomes to specific targets of Wordline's customers. Moreover, outcomes developed by Worldline will be included in Wordline's product portfolio making reference to HELIOS project. In addition, Wordline will use online communication channels such as website and social networks (LinkedIn and Twitter) to continuously disseminate and spread HELIOS outcomes, news and progress to relevant stakeholders.

Worldline has already launched an official press release and has been posted on corporate website and distributed to the international media (in English, French, Spanish and German). As soon as, there are more materialized results, Wordline will also disseminate results through the attendance on workshops, conference and events (i.e. Mobile World Congress).

Finally, Worldline invests very heavily on Research and Development, both via internal projects and via collaborative ones such as the ones included in H2020. In this sense, Wordline will take advantage of its role as participant on these projects to also communicate and disseminate HELIOS results, on those cases where there are similar initiatives or synergies.



7.15. Escola Massana (MASS)

Escola Massana (MASS) is an educational institution and an academic research center devoted to arts and design. HELIOS is an opportunity for the methodological investigation in processes of co-creation using speculative design as a tool for technological innovation.

MASS will communicate information about HELIOS project through the following communication channels and social media: [Escola Massana website](#), [Escola Massana Twitter account](#), [Escola Massana Facebook account](#), and [Escola Massana Instagram account](#). The main audience of these channels are students and researchers in the field of Design Studies.

MASS will disseminate HELIOS results through the participation in relevant scientific events and conferences, and through the publication of papers in academic journals. The main topics of the scientific journals and events chosen for dissemination will be: speculative design; design fiction; futures design. The content of the papers will focus on the Co-Design process, the Use-Cases design strategy, the Human-Centered perspective, or the evaluation of the User Experience from fiction performance.



8 KPIs and Monitoring

This chapter presents the KPIs established to have quantitative measures regarding the effectiveness of the communication and dissemination plan of HELIOS described in this document, as well as the KPIs achieved until July 2019 (M7).

8.1. Communication and Dissemination KPIs

With the aim of measuring the impact of the communication and dissemination activities, and to show the evolution of the project, a set of KPIs for each objective has been proposed. In the same sense, the total KPIs have been divided with specific targets to reach per year. The Table 11 presents the KPIs that will be taken into account, as it was established in the proposal of HELIOS:

Objective	Main	Indicator	Quantity Y1	Quantity Y2	Quantity Y3	Quantity M36	Responsible
Obj 1. Awareness	Website	# of Unique Visitors	60,000	60,000	60,000	> 180,000	VTT
		# of Unique Visitors with more than 5 mins visit time on site	30,000	30,000	30,000	> 90,000	
	Social Media	# of posts	333	333	333	1,000	UNIPI
		# of shares	333	333	333	1,000	
		# of followers	3336	3336	3336	10,000	
		# of likes	3336	3336	3336	10,000	
Obj 2. Visibility	Brochures	# of brochures	666	666	666	2,000	ATOS
	Project Posters	# of posters	6	6	6	>20	CERTH / UNIPI
	Publications / Papers	# of publications / papers	6	6	6	>20	
	Participation in events	# of activities	3/4	3/4	3/4	10	ATOS
		Audience size	900	900	900	3,000	
	Event organization	# of events organized - Final Event	N/A	N/A	N/A	1	
Obj 3. Action/ Engagement	Press Releases	Audience size / Views	333.000	333.000	333.000	1,000.000	VTT
		# of press releases	3	3	3	> 9	
	Newsletter	# of newsletter	3	3	3	6	ATOS / VTT
		# of recipients	33	33	33	100	

Table 11: HELIOS T8.5 KPI's

In addition to the KPIs presented on the Table 11, the team of ATOS is also monitoring some KPIs that are worth to be measured to have additional information about the effectiveness of the communication and dissemination plan such as:



- **Website:**
 - Sessions: Group of interactions one users takes within a certain time frame on HELIOS' website, defined by Google Analytics as 30mins.
 - Bounce Rate: Percentage of visitors leaving the website after only visiting one page.
- **Social Media:**
 - **Twitter:**
 - Engagement Rate: Represented as a percentage, it defines the number of media engagements, likes, detail expands, retweets, profile clicks, hashtag clicks, link clicks, replies, etc. This metric shows the specific of the content's total success of interaction made on this channel by day, month and per tweet.
 - Impressions: Number of time users see a specific Tweet, which helps to determine if one month was more successful than the previous. It is related to the Engagement Rate as it increases by each interaction of the users.
 - **Facebook:**
 - Page Views: Number of single users interacting with the HELIOS Facebook page in order to have a clearer insight of the audience.
 - Post Engagement Rate: Represented as a percentage, it defines the number of links clicks, comments, likes, and shares. The higher the percentage the higher number of engaged people.
 - Post Reach: Estimated number of people who see a specific content during a certain time frame.
- **Other Publications:** In order to enhance the visibility of the project among stakeholders, the HELIOS team has decided to boost the PR and Link Building strategy to have multiple sources and websites publishing information about the project. This activity also contributes to enhancing the traffic to both the website and social media accounts of the project.

We have found that, in addition to count each publication considered as media coverage or affiliated website, we should measure the audience reached with the help of free sites, such as www.siteworthtraffic.com, which provides information about the value of the website and Unique Visitors by day, month, or year.

With the aim of reaching the KPI related to the Unique Visitors on HELIOS' website we are considering 8% of the overall Monthly Unique Visitors metrics of each publishing website (media coverage and affiliated website). Thanks to this practice, we have been able not only to increase the metrics towards the achievement of the Unique Visitors KPI, but also, we have maximized the visibility of HELIOS by working every month on producing new content and achieving new publications.



The *Table 12* specifies the reach and Monthly Unique Visitors of the 37 publications achieved so far:

Month	Title	Media + Link	Estimated Audience Reached 100%	Estimated Audience Reached 8%
January – March 2019	HELIOS te ayuda a crear redes sociales	Teragames.com.mx	11.150	892
	HELIOS te ayuda a crear redes sociales	lacapital.com.mx	11.662	933
	HELIOS, plataforma digital europea para crear redes sociales	Notimex.gov.mx	5.625	450
	HELIOS, plataforma digital europea para crear redes sociales	Rotativo.com.mx	53.062	4.245
	Nuevo proyecto europeo: una plataforma digital para crear redes sociales	UAB Website	505.950	40.476
	Nou projecte europeu: una plataforma digital per crear xarxes socials	UAB Website	N/A	N/A
	New European project: digital platform to create social networks	UAB Website	N/A	N/A
	Research and Innovation for Future European Media 2019	H2020 Brochure - Media Convergence, Social Media and STARTS - P42	3.800	304
Total January - March			591.249	47.299
April 2019	EU-Projekt HELIOS: Europäische Antwort auf Facebook & Co.	Digital Research Magazine – Universität Passau	35.512	2.841
	€5Million EU-Funded Project, HELIOS, to Redefine the Future of Social Networks	ADAPT Centre Website	4.325	346
	A context-aware Distributed Social Networking Framework	Atos Research and Innovation Newsletter	300	300
Total April			40.137	3.486
May 2019	EU-Projekt HELIOS: Europäische Antwort auf Facebook & Co.	Web and Mobile. DEVELOPER magazine (Print Version)	22.110	1.769
	Trinity Scientists to Debate Social Media With The Public	University Times	26.750	2.140
	HELIOS – A Context-Aware Distributed Social Networking Framework	Atos Sales Portal and Newsletter	2.000	2.000
	How to make Social Media more accessible? Dr Pilar Orero @HELIOSphere	HELIOSphere Youtube Channel	50	50
Total May			50.910	4.190
June 2019	EU-funded project HELIOS will redefine the future of Social Networks	CORDIS	12.932.460	1.034.597
	Image a Social Network like FaceBook with no FaceBook	Euroscientist	16.162	1.293
	HELIOS in the News	Atos Research and Innovation Newsletter	300	300
	€5Million EU-Funded Project, HELIOS, to Redefine the Future of Social Networks	TCD Website	477.987	38.239
	The kick-off meeting of the project HELIOS	UAB Blog	No data	No data
	HELIOS Kick-off meeting	UPV Website	No data	No data



Month	Title	Media + Link	Estimated Audience Reached 100%	Estimated Audience Reached 8%
	HELIOS: Uni Passau arbeitet an Social-Media-Revolution	Idowa.de	95.062	7.605
	Soziales Netzwerk der Zukunft	TRP1	12.087	967
	HELIOS - A Context-aware Distributed Social Networking Framework	Atos Research and Innovation Booklet	1860	149
	HELIOS - A Context-aware Distributed Social Networking Framework	Grassroots Website	0	0
	HELIOS - A Context-aware Distributed Social Networking Framework	LINKS Foundation Website	3.420	274
	HELIOS	UNIFI Website	266.130	21.290
	HELIOS	UPV Website	509.820	40.786
Total June			14.315.288	1.145.499
July 2019	Worldline es socio oficial del proyecto HELIOS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Worldline News Section	83.970	6.718
	Worldline participates in EU-funded social network project HELIOS	Finextra.com	253.860	20.309
	Adapt's Kevin Koidl on rethinking social networks	Techcentral.ie	47.160	3.773
	Worldline participates in EU-funded social network project HELIOS	FCLegal.com	No data	No data
	Worldline es socio oficial del proyecto HELIOS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Sticknoticias.com	12.210	977
	Worldline Ha Sido Seleccionado Como Socio Del Proyecto HELIOS Para Construir Una Red Social Europea	Revista Cloud Computing	25.110	2.009
	Worldline entwickelt soziales Netzwerk der EU mit	Computerwelt.at	38.280	3.062
	How to design the future of social media	CORDIS	12.932.460	1.034.597
	REDEFINE THE FUTURE OF SOCIAL NETWORKS EUROPEAN PROJECT HELIOS	Swiss TXT Website	64.080	5.126
Total July			13.457.130	1.076.570
TOTAL M1-M7			28.454.714	2.277.046

Table 12: Calculation of Unique Visitors on other websites publishing HELIOS information (Media coverage or Affiliated Website)

8.2. KPIs achieved until July 2019 (M7)

The work performed so far has been focused initially on planning and creating all the templates and materials necessary to guarantee a smooth and collaborative work among partners in the communication and dissemination task. At the same time, we have also been performing some activities towards the visibility of the projects, its objectives, the expected outcomes, the consortium, etc., in different channels with the aim of achieving the KPIs described.

The following tables provide a general overview of the KPIs achieved each month:



JANUARY – MARCH 2019 (M1-M3)				
Main	Indicator	Expected Monthly	Expected Metrics M1- M3	Achieved Metrics M1- M3
Website	# of Unique Visitors (HELIOS)	> 5,000 per month	> 15,000	106
	# of Unique Visitors (HELIOSPHERE)	N/A	N/A	9
	# of Unique Visitors - HELIOS publications on other websites	N/A	N/A	47300
	TOTAL UNIQUE VISITORS			47415
	# of Unique Visitors with more than 5 mins visit time on site	> 2,500 per month	> 7,500	106
	Sessions	N/A	N/A	218
	Bounce Rate	N/A	N/A	38.07%
Social Media	FACEBOOK			
	FB Posts	N/A	N/A	16
	FB Page Views	N/A	N/A	217
	FB Page Likes/Followers	N/A	N/A	65
	FB Post Engagement	N/A	N/A	126
	FB Post Reach	N/A	N/A	283
	TWITTER			
	Tweets	N/A	N/A	13
	Retweets	N/A	N/A	24
	Likes	N/A	N/A	44
	Followers	N/A	N/A	44
	Engagement Rate	N/A	N/A	2.4%
	Impressions	N/A	N/A	5.3k
	TOTAL POSTS	27 per month	81	29
	TOTAL SHARES/RT	27 per month	81	150
	TOTAL FOLLOWERS/LIKES	278 per month	834	153
Brochures	# of brochures	333 per semester	N/A	0
Project Posters	# of posters	3 per semester	N/A	0
Publications / Papers	# of publications / papers	3 per semester	N/A	0
Participation in events	# of activities	3 per year	N/A	2
	Audience size	300 per event	900	TBC
Event organization	# of events organized - Final Event	1	N/A	N/A
Press Releases	Audience size / Views	111.00 views per press release	333.000	0
	# of press releases	3 per year	3	0
Newsletter	# of newsletter	3 per year	3	0
	# of recipients	33 per year	33	0

Table 13: HELIOS KPI's achieved M1-M3

APRIL 2019 (M4)				
Main	Indicator	Expected Monthly	Achieved APRIL	TOTAL
Website	# of Unique Visitors (HELIOS)	> 5,000 per month	126	232



APRIL 2019 (M4)				
Main	Indicator	Expected Monthly	Achieved APRIL	TOTAL
	# of Unique Visitors (HELIOSPHERE)	N/A	0	9
	# of Unique Visitors - HELIOS publications on other websites	N/A	3487	50787
	TOTAL UNIQUE VISITORS		3613	51028
	# of Unique Visitors with more than 5 mins visit time on site	> 2,500 per month	0	106
	Sessions	N/A	180	398
	Bounce Rate	N/A	43.89%	40,5
Social Media	FACEBOOK			
	FB Posts	N/A	16	32
	FB Page Views	N/A	340	557
	FB Page Likes/Followers	N/A	36	101
	FB Post Engagement	N/A	152	278
	FB Post Reach	N/A	475	758
	TWITTER			
	Tweets	N/A	17	30
	Retweets	N/A	22	46
	Likes	N/A	34	78
	Followers	N/A	6	50
	Engagement Rate	N/A	2.4%	2.4%
	Impressions	N/A	6.8k	12,1k
	TOTAL POSTS	27 per month	33	62
	TOTAL SHARES/RT	27 per month	174	324
	TOTAL FOLLOWERS/LIKES	278 per month	76	229
Brochures	# of brochures	333 per semester	0	0
Project Posters	# of posters	3 per semester	0	0
Publications / Papers	# of publications / papers	3 per semester	0	0
Participation in events	# of activities	3 per year	0	2
	Audience size	300 per event	900	TBC
Event organization	# of events organized - Final Event	1	N/A	N/A
Press Releases	Audience size / Views	111.00 views per press release	333.000	0
	# of press releases	3 per year	1	1
Newsletter	# of newsletter	3 per year	0	0
	# of recipients	33 per year	0	0

Table 14: HELIOS KPI's achieved M4

MAY 2019 (M5)				
Main	Indicator	Expected Monthly	Achieved MAY	TOTAL
Website	# of Unique Visitors (HELIOS)	> 5,000 per month	185	417
	# of Unique Visitors (HELIOSPHERE)	N/A	0	9



MAY 2019 (M5)				
Main	Indicator	Expected Monthly	Achieved MAY	TOTAL
	# of Unique Visitors - HELIOS publications on other websites	N/A	4190	54977
	TOTAL UNIQUE VISITORS		4375	55403
	# of Unique Visitors with more than 5 mins visit time on site	> 2,500 per month	0	106
	Sessions	N/A	218	616
	Bounce Rate	N/A	27.06%	34%
Social Media	FACEBOOK			
	FB Posts	N/A	27	59
	FB Page Views	N/A	109	666
	FB Page Likes/Followers	N/A	96	197
	FB Post Engagement	N/A	383	661
	FB Post Reach	N/A	720	1478
	TWITTER			
	Tweets	N/A	17	47
	Retweets	N/A	50	96
	Likes	N/A	71	149
	Followers	N/A	16	66
	Engagement Rate	N/A	1.6%	2,0%
	Impressions	N/A	9.4k	21.5K
	TOTAL POSTS	27 per month	44	106
	TOTAL SHARES/RT	27 per month	433	757
	TOTAL FOLLOWERS/LIKES	278 per month	183	412
Brochures	# of brochures	333 per semester	0	0
Project Posters	# of posters	3 per semester	1	1
Publications / Papers	# of publications / papers	3 per semester	0	0
Participation in events	# of activities	3 per year	1	3
	Audience size	300 per event	900	TBC
Event organization	# of events organized - Final Event	1	N/A	N/A
Press Releases	Audience size / Views	111.00 views per press release	333.000	0
	# of press releases	3 per year	1	1
Newsletter	# of newsletter	3 per year	0	0
	# of recipients	33 per year	0	0

Table 15: HELIOS KPI's achieved M5

JUNE 2019 (M6)				
Main	Indicator	Expected Monthly	Achieved JUNE	TOTAL
Website	# of Unique Visitors (HELIOS)	> 5,000 per month	237	654
	# of Unique Visitors (HELIOSPHERE)	N/A	0	9
	# of Unique Visitors - HELIOS publications on other websites	N/A	1145499	1200476



JUNE 2019 (M6)				
Main	Indicator	Expected Monthly	Achieved JUNE	TOTAL
	TOTAL UNIQUE VISITORS		1145736	1201139
	# of Unique Visitors with more than 5 mins visit time on site	> 2,500 per month	0	106
	Sessions	N/A	293	909
	Bounce Rate	N/A	27.06%	31%
Social Media	FACEBOOK			
	FB Posts	N/A	22	81
	FB Page Views	N/A	31	697
	FB Page Likes/Followers	N/A	4	201
	FB Post Engagement	N/A	171	832
	FB Post Reach	N/A	164	1642
	TWITTER			
	Tweets	N/A	16	63
	Retweets	N/A	40	136
	Likes	N/A	60	209
	Followers	N/A	18	84
	Engagement Rate	N/A	1.3%	1.65%
	Impressions	N/A	10.2k	31.7K
	TOTAL POSTS	27 per month	38	144
	TOTAL SHARES/RT	27 per month	211	968
	TOTAL FOLLOWERS/LIKES	278 per month	82	494
Brochures	# of brochures	333 per semester	0	0
Project Posters	# of posters	3 per semester	0	1
Publications / Papers	# of publications / papers	3 per semester	2	2
Participation in events	# of activities	3 per year	2	4
	Audience size	300 per event	900	TBC
Event organization	# of events organized - Final Event	1	N/A	N/A
Press Releases	Audience size / Views	111.00 views per press release	333.000	0
	# of press releases	3 per year	1	1
Newsletter	# of newsletter	3 per year	0	0
	# of recipients	33 per year	0	0

Table 16: HELIOS KPI's achieved M6

JULY 2019 (M7)				
Main	Indicator	Expected Monthly	Achieved JULY	TOTAL
Website	# of Unique Visitors (HELIOS)	> 5,000 per month	434	1088
	# of Unique Visitors (HELIOSPHERE)	N/A	0	9
	# of Unique Visitors - HELIOS publications on other websites	N/A	1076570	2277046
	TOTAL UNIQUE VISITORS		1077004	2278143



JULY 2019 (M7)				
Main	Indicator	Expected Monthly	Achieved JULY	TOTAL
	# of Unique Visitors with more than 5 mins visit time on site	> 2,500 per month	0	106
	Sessions	N/A	517	1426
	Bounce Rate	N/A	22.63%	25%
Social Media	FACEBOOK			
	FB Posts	N/A	10	91
	FB Page Views	N/A	178	875
	FB Page Likes/Followers	N/A	6	207
	FB Post Engagement	N/A	140	972
	FB Post Reach	N/A	435	2077
	TWITTER			
	Tweets	N/A	5	68
	Retweets	N/A	15	151
	Likes	N/A	40	249
	Followers	N/A	29	113
	Engagement Rate	N/A	1.4%	1.52%
	Impressions	N/A	16.6k	48,3K
	TOTAL POSTS	27 per month	15	159
	TOTAL SHARES/RT	27 per month	155	1123
	TOTAL FOLLOWERS/LIKES	278 per month	75	569
Brochures	# of brochures	333 per semester	1	1
Project Posters	# of posters	3 per semester	0	1
Publications / Papers	# of publications / papers	3 per semester	0	2
Participation in events	# of activities	3 per year	0	2
	Audience size	300 per event	900	TBC
Event organization	# of events organized - Final Event	1	N/A	N/A
Press Releases	Audience size / Views	111.00 views per press release	333.000	0
	# of press releases	3 per year	0	1
Newsletter	# of newsletter	3 per year	0	0
	# of recipients	33 per year	0	0

Table 17: HELIOS KPI's achieved M7



9 Conclusions

This document provides information regarding the activities and strategy to be implemented in *T8.5 – Dissemination and Industrial Outreach*, and details the framework for communicating the project concept, objectives, ideas, and results.

The HELIOS communication and dissemination strategy identifies the key stakeholders in relation to the value chain established in the exploitation task, and outlines the main approaches for the communication and dissemination strategy of the project with details on each of the channels and activities that will be implemented with the aim of providing visibility, generating awareness, and engaging with HELIOS key stakeholders. The definition of a brand/project identity has been established in order to guarantee the coherent and aligned visibility of the project in all the materials developed and activities performed.

In this context, the digital ecosystem of HELIOS has been already set up with the development of the project website and the social media accounts on Twitter and Facebook, in which the team has been communicating not only news regarding the project but also leveraging current news and concerns of users to present the value proposition of HELIOS.

This deliverable also presents the plan defined for the first year of the project, including the communication and dissemination objectives, the activities that will support each one of the objectives, and a timeline to ensure the maximization of the project impact.

Hence, the KPIs for measuring the effectiveness of the plan is presented, giving emphasis to other important metrics to the project which reflect that indeed the activities and work performed within T8.5 is successful and in line not only with the communication objectives but also with the project objectives.

As this strategy is being monitored and reported internally on a monthly basis, the overview of metrics reports were included as a way to reflect how the team has improved the performance of the communication and dissemination activities each month (e.g. increase of Unique Visitors by almost 50% each month, increase of engagement rates on social media by 30%, among others). This practice has shown its effectiveness as each month the team is able to refine the type of content shared, based on metrics, to provide our audiences relevant and interesting content, which increases the rates and traffic to the website, and also makes possible to correct any activity that is not going as planned with sufficient time.

Future activities will be followed and presented in the following reports:

- D8.3 – Dissemination and Communication Mid-Term Report (M18)
- D8.5 – Dissemination and Communication Final Report (M36)



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