



## Project Website and Social Media set up

### D 1.18

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\* PU = Public



## Foreword

Deliverable 1.18 Project Website & Social Media Set-up describes all activities, technical and content decisions, as well as current and future designs related to the project website and social media channel (LinkedIn). Because the website is, and will be the central hub for the communication and dissemination infrastructure in EU-RISE, great attention was paid to accessibility in structure and content. As for the set up of an EU-RISE profile on LinkedIn, there is less leeway with regards to the accessibility. Thus, this deliverable will mainly focus on content and invitation strategy to be carried out on that very channel. In the months to come, the website will be populated with content but also technically upgraded in accordance with communication needs. Elements and contents that are not yet available are signposted in the headlines.

## List of participating organisations

Participant No.	Participant Organisation Name	Country
1 (Coordinator)	AIRBUS DEFENCE AND SPACE GMBH	DE
2	DEUTSCHES FORSCHUNGSZENTRUM FÜR KÜNSTLICHE INTELLIGENZ GMBH	DE
3	MAGELLIUM SAS	FR
4	AIRBUS DEFENCE AND SPACE SAS	FR
5	AIRBUS DEFENCE AND SPACE LTD	UK
6	SENER AEROESPACIAL SOCIEDAD ANONIMA	ES
7	The Exploration Company GmbH	DE
8	OIKOPLUS GMBH	AT
9	LIBRE SPACE FOUNDATION	EL

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## Change Log

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## Definitions and Abbreviations

Abbreviation	Meaning
CA	Consortium Agreement
CMS	Content Management System
CSS	Cascading Style Sheets
D.	Deliverable
DoA	Description of Action
EC	European Commission
EU	European Union
GDPR	General Data Protection Regulation
HTML	HyperText Markup Language
ISAM	In-space Assembly and Manufacturing
PU	Public
ROS	Robotics in Space
SEO	Search Engine Optimization
KPI	Key Performance Indicator
WP	Work Package

## 1. Introduction

Deliverable 1.18 'Project Website and Social Media set up' is one of the key deliverables linking to the task 'Dissemination' in WP1 'Management' in the Grant Agreement (European Health and Digital Executive Agency (HADeA); p.66). The overall aim of that very task is to share all the achievements and lessons learned within the project with a diverse, yet interested target audience. The Project Website ([www.eu-rise.space](http://www.eu-rise.space)) and Social Media channels, both classified as 'DEC - website, patent, filings, videos, etc.' play a significant role in the stakeholder engagement and communication. The particular role of the project website and social media channels is further discussed in D.1.14 'Communication and Dissemination Strategy'. Also, D.1.14 is a default deliverable for all research and innovation actions funded under HorizonEurope and thus comes with some restrictions and minimum standards (e.g. fund mention, accessibility). Respective solutions to increase accessibility are explained in chapter 6 of this document.

Besides being as comprehensive and appealing as possible, the website is meant to be kept easy to navigate and accessible, while social media posts mainly try to steer people on platforms to the website where they shall find all public outcomes produced within the project. According to the Task description in Work Package 1 in the Grant Agreement, the project website is meant to be up and running from month six onwards. Throughout the duration of the project it shall attract up to 3500 visitors. As for the Social Media channels, the Grant Agreement specifies that EU-RISE will focus on LinkedIn only. The Key performance indicator (KPI) outlines that it is not necessarily the amount of clicks or interactions that are achieved on the platform, but the regularity of postings. The reasoning behind the definition of these KPIs is that it is difficult to predict the size of the community on the one hand; while on the other hand we need to take into account that the undertaking we are pursuing here is to build-up a presence that may be of use also after the duration of the project, a prolongation or follow-up project. Regularity is of much greater importance here, than counts of interactions.

With regards to technical specifications for the website, the EU-RISE page is meant to be rather static and low in terms of content-related updates and maintenance. As of March 2024, it consists of a landing page, a project outputs page including a download section, an about page, and a contact formular. Still under construction is a subpage that contains readied contents per key target group. Each of the subpages will be further discussed in the deliverable. While being updated throughout the project, the website shall remain accessible for 12 months after the project's end. It carries the global project identity of EU-RISE, and it will be the main point of reference for interactions provoked in stakeholder webinars, and dissemination meetings. OIKOPLUS manages all actions related to the creation of content and for and traffic to the website.

## 2. Strategy

### 2.1. Objectives

As the central channel for communicating the project content to the public and interested stakeholders, the website links to all parts of the project and project results. In a way, the website is the EU-RISE showcase: it creates transparency and presents work in a comprehensive and relatable way. The main objectives of the EU-RISE website and social media presence is to explain the research done by the Domino-E partnership, to provide information and insights about the research and testing process, and to promote stakeholder engagement. The social media presence on LinkedIn is to guide visitors to the webpage and engage with stakeholders.

### 2.2. Relation to EU-RISE work packages and deliverables

The EU-RISE website acts as a public communication and dissemination hub for EU-RISE. Thus, it links with all the work packages, tasks and deliverables (available to the public) of the project. However, the most important links are certainly with D.1.14 'Communication and Dissemination Strategy' defining the overall communication and dissemination approach and thus embedding the EU-RISE website and social media channel as key communication and dissemination tools, as well as D.1.15 'Communication Pack #1' and 'Communication Pack #2' that are both building on and cross-referring to the website and social media channels. Finally D.1.17 'Dissemination and Communication report' is the deliverable where the performance of both, website and social media channels is going to be evaluated.

## 3. Work done and status

As of March 22, 2024, the website is fully functional, but not yet fully developed in terms of technology and user interface design. Further steps will be taken in the coming weeks. The project website development shall be completed by month 6 (May 2024).

As for the Social Media channel linked, the channel was set up and actively promoted by partners since February 2024.

## 4. Project website: technical details

### 4.1. Technical basis

Based on a Figma design plan, the website was developed using WordPress CMS. The website builds on the theme "Elementor Layers", but is extended and modified by additional plugins, CSS and HTML code. For basic blocks of the webpage such as images, titles, and text the

website relies on a combination of plugins: “Elementor”, “Essential Addons”, “HappyAddons” and “Twentig”. For manual code manipulation, “Custom CSS & JS” was added.

The reason for expanding the basic theme is their offering for a specific building block or widget, their facilitation of plugin interoperability, or increase of aesthetic appeal.

For other contacting options, such as sending a message to a given email address, we installed “WPForms” that comes with certain settings that help with the styling of the contact form. The plugin “Popup Maker” is being used to create pop-up advertorials for upcoming events and news.

## 4.2. Privacy

Via encrypted network communication, the easynname web host automatically redirects all incoming requests to a secure layer of the webpage. Furthermore, the plugin “Complianz” shows a GDPR-abiding cookie setup. The banner that is shown by the plugin can be closed to a small tab on the lower right-hand side, in case visitors of the webpage change their mind regarding consent. Also, all cookies synchronize with the cookiedatabase.org website, a database providing information on data extraction and retention. The EU-RISE homepages’ privacy policy can be accessed through the corresponding link at the bottom of every page. All cookies are in line with EU standards and regulations.

## 4.3. Data security

As for security, the EU-RISE website requires a 2-factor verification of everyone who tries to log into the WordPress administration page. To verify the identity of the user, the code sent to a separate account changes every 30 seconds. The plugin used is “Wordfence”. This plugin also monitors and alerts the programmer in the case of attacks on the website via bots or malicious third parties trying to force a login to the WordPress administration page.

## 4.4. Website host

The website is hosted on the webspace of the commercial Austrian provider Easynname (easynname GmbH; Fernkongasse 10/3/501; A-1100 Vienna; Austria). OIKOPLUS looks back on years of positive experience with this company and has therefore decided to run the website on the company's servers as part of a web hosting package that already exists independently of EU-RISE.

## 4.5. SEO

The website's SEO is handled by the widely used plugin “Yoast”. This is meant to improve the findability of the website when it is looked up through search engines. It analyzes each page's readability and allows for changes in the appearance of the search result of the page. To ensure that the page content and search appearance is kept up to date, the website is indexed with the Google Search Console: when Google crawlers have analyzed the website's content, they

associate certain keywords with it so that the homepage can be easily found through the search of keywords. Thanks to the sitemap linked to the Google console, crawlers search all pages of the website, not just the starting page.

## 4.6. Traffic monitoring

The partners of the EU-RISE consortium have the ambition to realize an outstanding innovation action over a period of 24 months. The ambition of EU-RISE is to be represented and underlined by the website. To this end, the website will be constantly updated and expanded.

# 5. Project website: content

EU-RISE dedicates itself to cutting-edge in-space assembly and manufacturing. Doing so, it is intended to shape the future in space ecosystems as well as in space industries. The project website is intended to reflect the technical complexity and the many use cases for ISAM.

## 5.1. Landing page

- Project logo/ animated visual/ tagline
- Call to action (temporary; used for upcoming events only)
- Key project information
- Social Media News
- Partner Overview

## 5.2. Project Output

- Media Kit (Logo, Executive Summary)
- Project Deliverables
- Accepted conference abstracts & papers

## 5.3. About

- About
- Work Packages

## 5.4. Contact

- Contact form

## 6. LinkedIn: technical details

The EU-RISE project was registered on the LinkedIn platform in February 2024. Since then, the LinkedIn page can be accessed via the following link:

<https://www.linkedin.com/company/eu-rise/>

EU-RISE was registered as a company profile. Registering as company profile offers numerous advantages: It leads to higher visibility (company profiles are prioritized in LinkedIn search results, making them easier to find by potential followers and partners), a more professional appearance (company profile appear more professional and reputable than personal profiles, which is important for establishing a strong project brand), greater reach (company profiles allow multiple team members to manage the profile and post content, which increases the reach and impact of the project), and better insights into the success of the project presence (company profiles offer advanced analytics features that allow you to measure and optimize the success of the project's LinkedIn presence).

## 7. LinkedIn: content

### 7.1. Types of posts

**Project updates:** Share progress on project milestones, achievements, and key findings.

**Informative content:** Post articles, reports, or data visualizations related to energy poverty.

**Event announcements:** Promote upcoming workshops, conferences, or webinars relevant to the project's goals.

**Partner spotlights:** Feature the work and expertise of your technical partners.

The frequency of posts EU-RISE aims for is 2-3 posts per month to maintain engagement but avoid overwhelming followers. The tonality is professional and informative.

### 7.2. Posting responsibilities

Oikoplus is the EU-Rise partner that is primarily responsible for creating and scheduling posts. Oikoplus also manages the day-to-day operations of the profile and responds to comments and messages. The coordinator is invited to share own thoughts on the profile and in the name of EU-RISE. All other partners can contribute guest posts on their areas of expertise relevant to the project or share project updates or news on their own LinkedIn profiles, tagging the EU-RISE project profile.

## 7.3. Hashtags

**Robotics:** #OpenSourceRobotics #Robotics #OpenSource #CollaborativeRobotics  
#RobotOperatingSystem

**Space & In-Space Manufacturing:** #SpaceTech #SpaceRobotics #InSpaceManufacturing  
#ISAM

**EU & Horizon Europe Specific Hashtags:** #HorizonEU #EUScience #EUResearch @HaDEA

## 7.4. Monitoring

The LinkedIn profile is monitored regularly to see what content resonates most with the projects' audience and to adjust the respective strategy accordingly.

# 8. Accessibility

Numerous precautions have been taken to ensure a wide accessibility of the website. The website and its content are regularly checked for compliance with the measures mentioned here.

- **Choice of CMS.** Already the decision to build the site in WordPress and based on a common CMS is a first step in supporting accessibility. The familiarity of the entire team with the theme makes it possible for all OIKOPLUS staff to post and curate editorial contributions online. Furthermore, the CMS, as well as most of the tools used for content blocks, offer the possibility of closed captioning.
- **Consistency in the choice of headings and blocks.** To facilitate navigation for users, headings are applied in the order in which they are intended.
- **Alt text for images.** Images and captions for informative graphic elements are written in a way that enables people with visual impairments to understand the content. Special attention is given to infographics and tables. If the graphic itself contains text, this text is also reproduced in the alt text. To prevent readers from being distracted from the important content, images that only serve the purpose of decoration are not provided with alt text.
- **Color and design elements.** The color scheme is based on the visual identity of the project. The EU-RISE website is structured by the repetitive use of certain color patterns. However, other elements and symbols are also used so that people with color deficiencies can also recognise the structure of the website. Colour is not the only structuring element. Individual content blocks are clearly separated from each other, apart from the sub-page for the blog entries.

- **Navigation.** In general, navigation of the site is done via mouse or touch screen. To ensure that people who cannot use touchscreens or mice can read and browse the EU-RISE website, all subpages, content blocks and forms are accessible by keyboard alone. For this very reason, we do not use elements that become active as soon as readers hover over them with their mouse.
- **Language.** To be able to convey the contents to the visitors of the EU-RISE website, we avoid abbreviations. Technical terms are explained and introduced when they are indispensable for understanding. In addition, we attach importance to short and comprehensible language, sentence, and block structure in the editorial work. Meaningful subtitles support the reading and comprehension.

## 9. Conclusion

The EU-RISE partnership has the ambition to realize an outstanding research and innovation action over a period of 24 months. This ambition, that is partially driven also by an OpenSource approach, is to be represented and underlined by the website and also on the Social Media profile. To this end, the website will be constantly updated and expanded in its functionality and user experience.

## 10. References

European Health and Digital Executive Agency (HADEA). 2023. *Grant Agreement*, Project 101134934 EU-RISE.

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