

DELIVERABLE REPORT

W5 - D5.1 - Website and Web 2.0 Channels

ABSTRACT This document, as part of WP5 (Dissemination and Outreach), presents dissemination and communication online channels and online/digital presence of the TODO project.

Leader

University of Zagreb, Faculty of Organization and Informatics (FOI)



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Delivery Title:	Website and Web 2.0 Channels
Delivery Number:	D5.1.
Lead beneficiary:	Faculty of Organization and Informatics (FOI)
Type:	Websites, patterns filling, etc.
Work Package Title:	Dissemination and Outreach
Work package Number:	WP5
Dissemination level:	Public
Due Date:	December 31, 2019

STAKES INCLUDED: Faculty of Organization and Informatics (FOI)

INPUT DOCUMENTS: Grant Agreement

OUTPUT DOCUMENTS/MATERIALS: project website, project web 2.0 channels (YouTube, LinkedIn, SlideShare, ResearchGate, Facebook, Twitter, Google+ and Google groups, Academia.edu)

Approved by: Nikolina Žajdela Hrustek, WP5 Leader

Date of approval: December, 20th 2019.



CONTENTS

1. Introduction	3
2. Description of activities	3
2.1. TODO Website	4
2.2. Social networks profiles	7
TODO Facebook page	8
TODO Twitter.....	8
TODO LinkedIn.....	9
TODO Researchgate	9
TODO SlideShare	10
TODO Academia.edu	10
TODO Google+ and Google groups.....	11



1. Introduction

This document presents the deliverable “D5.1 – Website and Web 2.0 Channels” of the project TODO -Twinning Open Data Operational (hereinafter also referred to as “TODO”).

The project "Twinning Open Data Operational" (TODO) aims to leverage the interdisciplinary scientific excellence and innovation capacity of the University of Zagreb (UNIZG) in the field of open data to boost the supply and use of open government data in Croatia and beyond. Open data initiatives have resulted in greater availability of data, thereby realizing ambitions such as improved efficiency and effectiveness of public services, increased transparency, accountability, and citizen participation, and economic and social value creation. Open data research is a crucial component in creating and accelerating sustainable and innovative open data ecosystems. However, open data and open data research in Croatia are still in its infancy. With the support of key organizations in the Croatian open data ecosystem and esteemed national and international experts, TODO will enhance the research capacity and research excellence in open data research of UNIZG and its staff through the partnership with two leading universities in the open data domain, University of the Aegean (UAEGEAN) and Delft University of Technology (TUDELFT). TODO will develop and implement an interdisciplinary multi-domain open data research approach to increase the maturity of the concept and impact of the open data ecosystem in Croatia and beyond. The activities directed at training, knowledge exchange, collaboration, outreach, and long-term sustainability should establish an internationally leading open data research ecosystem at the UNIZG. Through research, TODO will explore the gaps between supply and demand for open data and build an understanding of an open data ecosystem in Croatia. Participation in existing international networks, together with the newly built scientific excellence and innovation capacity and increased mobility of UNIZG staff, will stimulate success in attracting research and education funding and the establishment of a sustainable academic open data research ecosystem in the University of Zagreb.

The purpose of this report is to present dissemination and communication online channels and online/digital presence (website and social networks profiles) TODO project that will contribute to the overall results of the project.

2. Description of Activities

Online/digital based presence of the project is established through different channels:

1. Web page
2. LinkedIn
3. SlideShare
4. ResearchGate
5. Facebook
6. Twitter
7. Google+ and Google groups
8. Academia.edu



2.1. TODO Website

The website is live from 01 September 2019.

The URL of the web site of the TODO project is <https://todo-project.eu/>

Administrators: Nikolina Žajdela Hrustek; Renata Mekovec; Larisa Hrustek (Faculty of Organization and Informatics)

The website of the project is the central tool to disseminate and communicate all project results and it fulfils two basic objectives.

These objectives are:

- Communication: Offering information about what the TODO project is and why it exists.
- Support: Offering a media channel to give support and useful information to users.

For this, the website has been developed with the following features:

- Results based: Giving priority to the results, the emphasis is on information related to the achievement of the main and specific objectives of the project.
- Visually appealing: The website has been prepared both at the level of design and text (copy) for attracting stakeholders.
- Responsive design: The website can be viewed in optimum conditions from any device.
- Focused on the action: With just a few clicks the user can obtain all relevant information about the project.

Fully connected (with the ecosystem): Direct and visible accesses to the contact channels that are available for the project:

- Direct and personalized: Email
- Community: Facebook, Twitter, LinkedIn, ResearchGate, Academia.edu, Google+, Google groups, SlideShare.

The website offers the following information and services:

- Information about the project: what is TODO, its objectives, members, deliverables, downloads, etc.
- Website information: we describe TODO from a language that is closer to our target audience, giving them the advantages of participating in the project.
- Information about TODO members.
- Current information: information on project status, events, etc.
- Direct access to TODO electronic project newsletter
- Direct access to follow TODO through social networks.

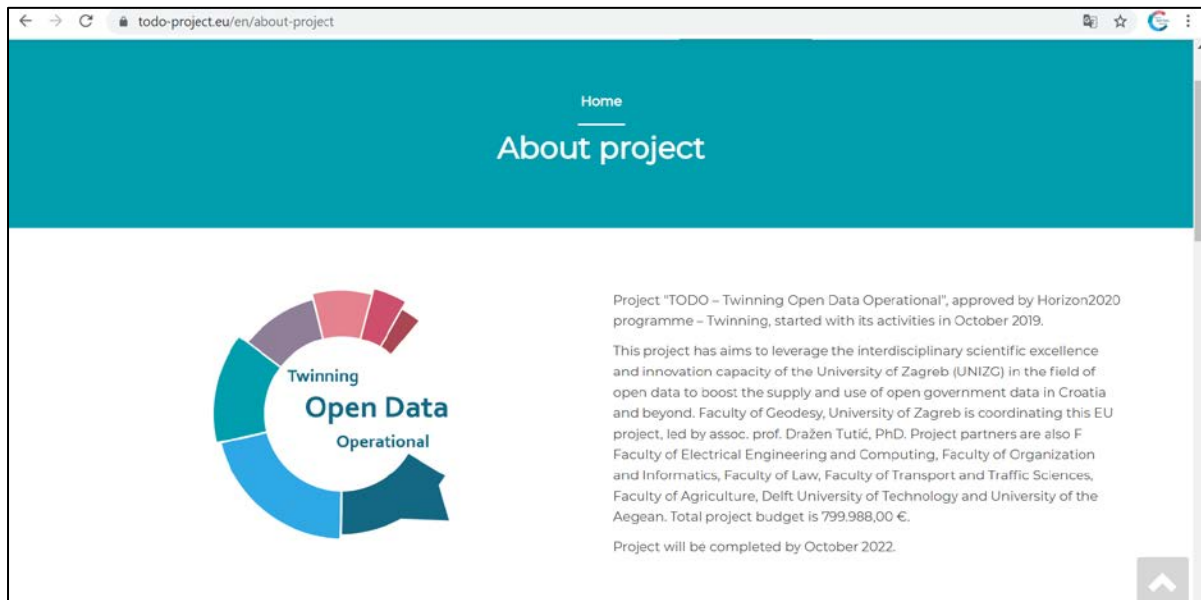
The homepage has been divided into several sections:

- News
- About project
- Activities and Results
- Partners

Following are some screenshots of the website:



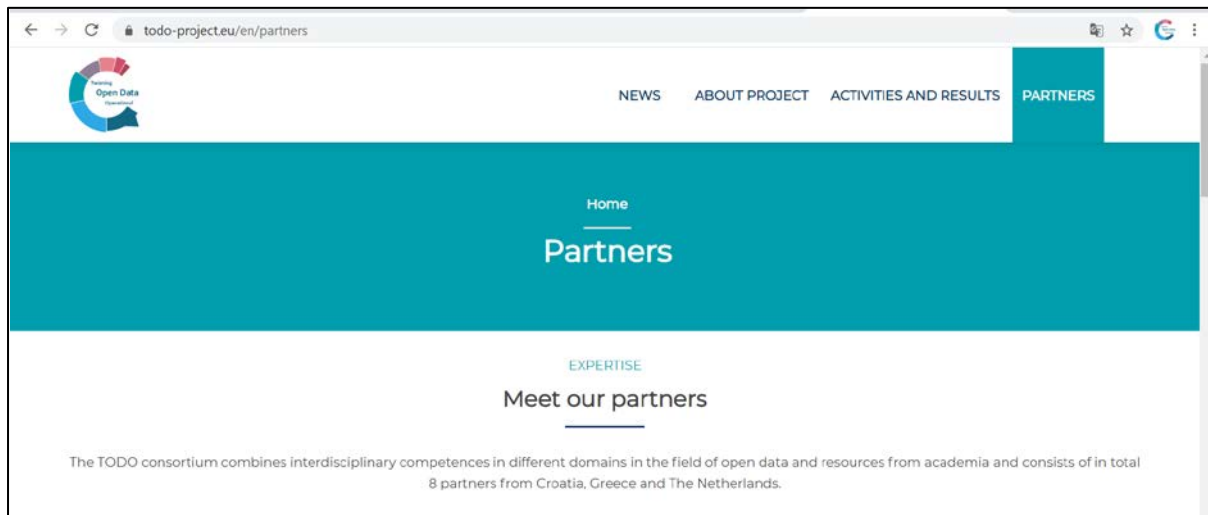
TODO Homepage



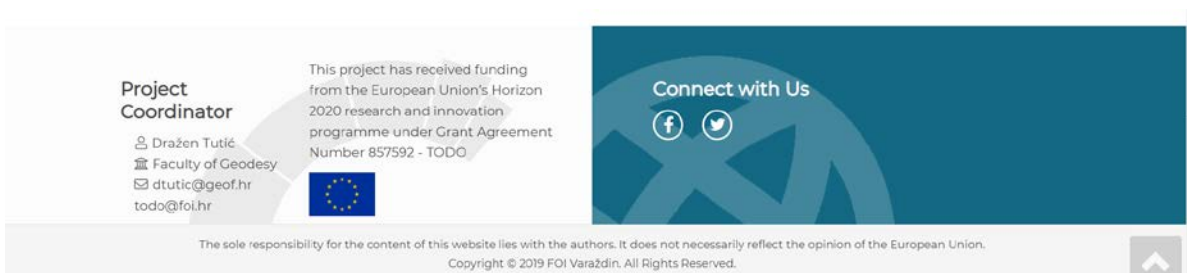
About project page



Activities and Results page



Partners page



Impressum on TODO web page

The website contains all the information required by the EC.

2.2. Social networks profiles

Social media profiles were set up at the end of November and at the beginning of December.

Social networks will be the way to:

Build a community on the cause that the TODO project seeks.

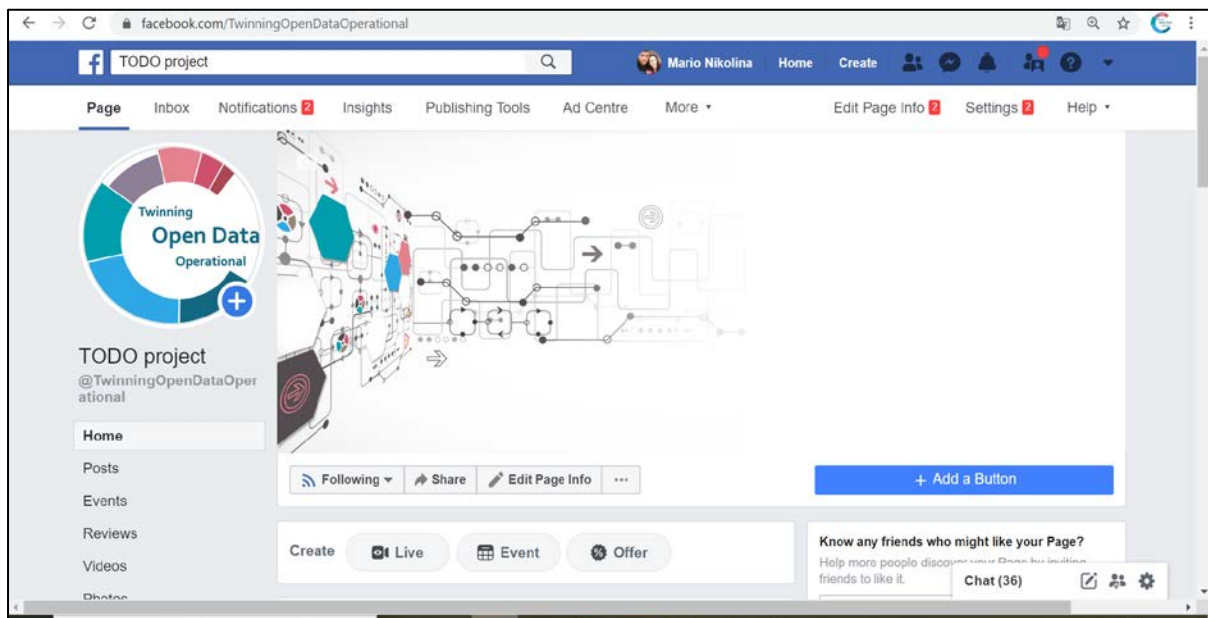
Spread our all results, content, events, and activities (communication). Content that generates interest and we get positive reactions from the community (Likes, Shares, Comments, etc.).

Identify users who can become promoters of the project.



TODO on Facebook

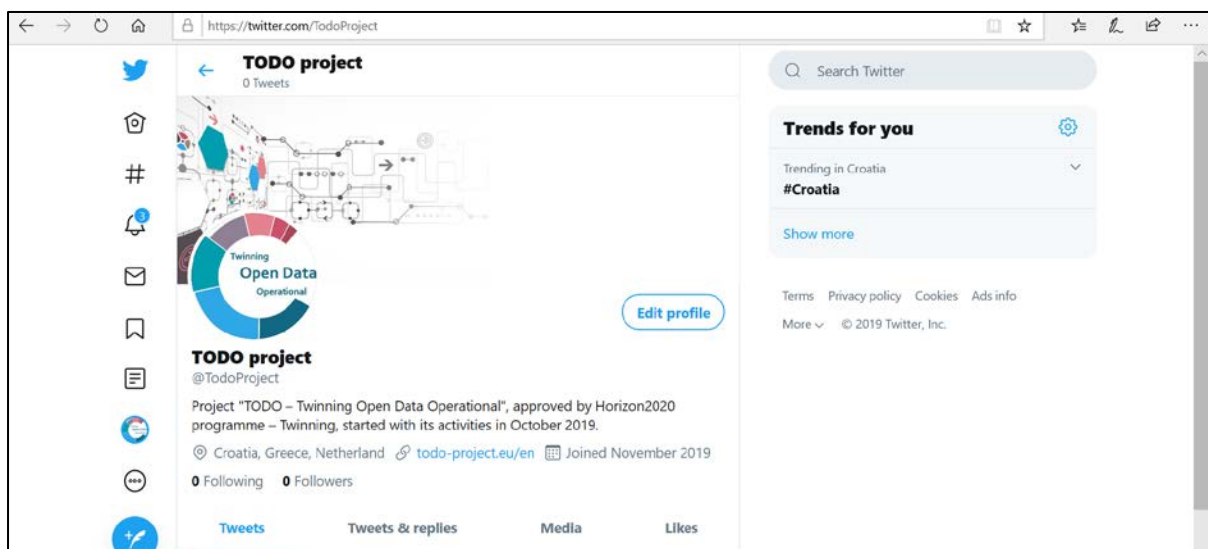
The TODO Facebook page is <https://www.facebook.com/TwinningOpenDataOperational/> and @TwinningOpenDataOperational



TODO Facebook page

TODO Twitter

The TODO project Twitter account is <https://twitter.com/ToDoProject>



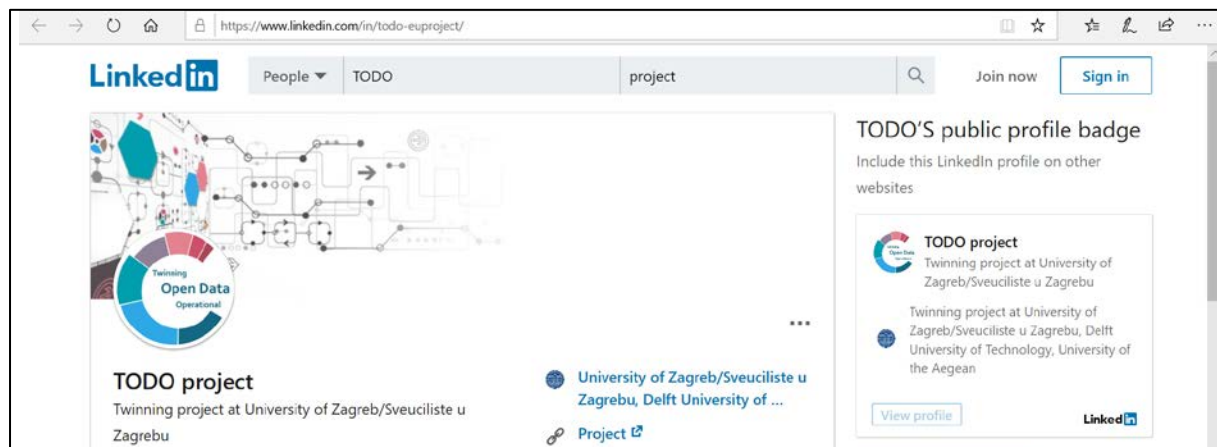
TODO Twitter page



TODO LinkedIn

The TODO project LinkedIn account is

<https://www.linkedin.com/in/todo-euproject/>

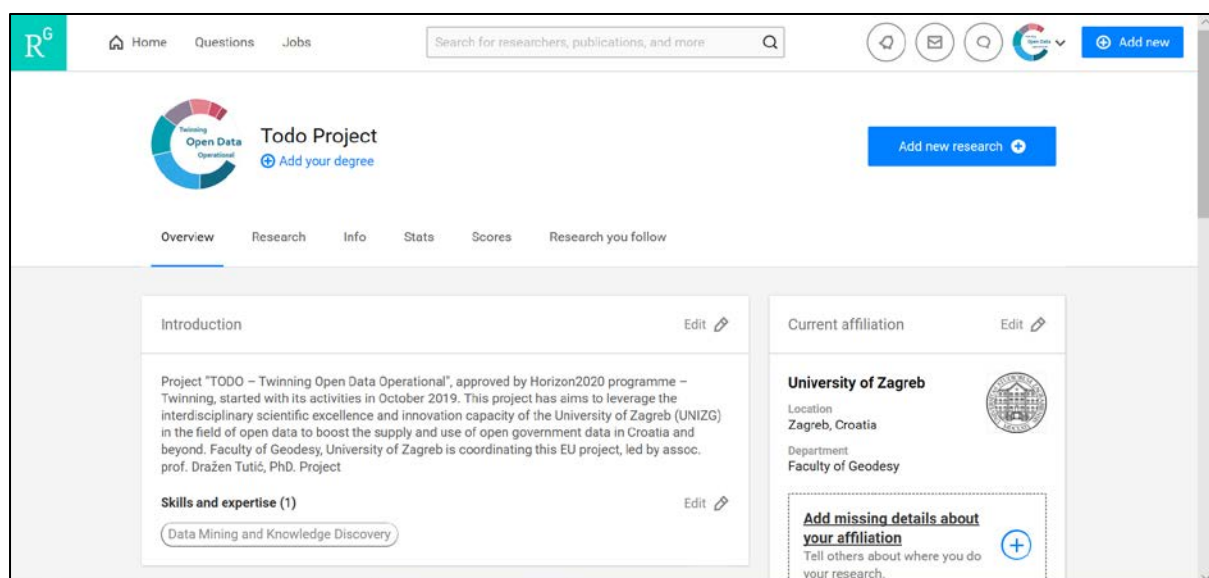


TODO LinkedIn page

TODO ResearchGate

The TODO project ResearchGate account is

https://www.researchgate.net/profile/ToDo_Project



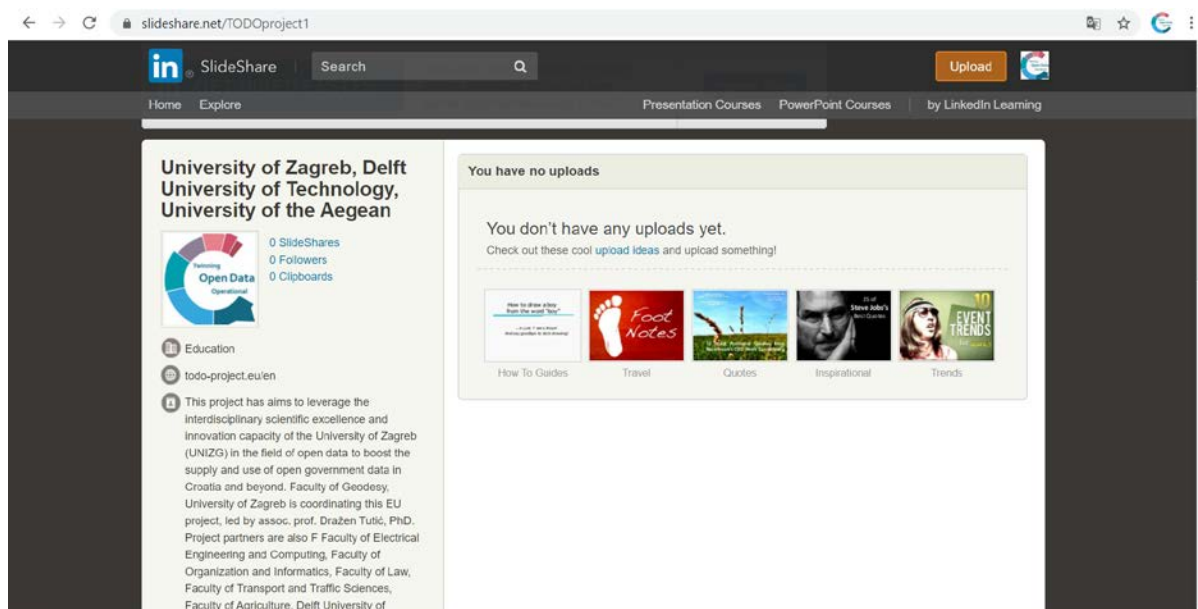
TODO ResearchGate page



TODO SlideShare

The TODO project SlideShare account is

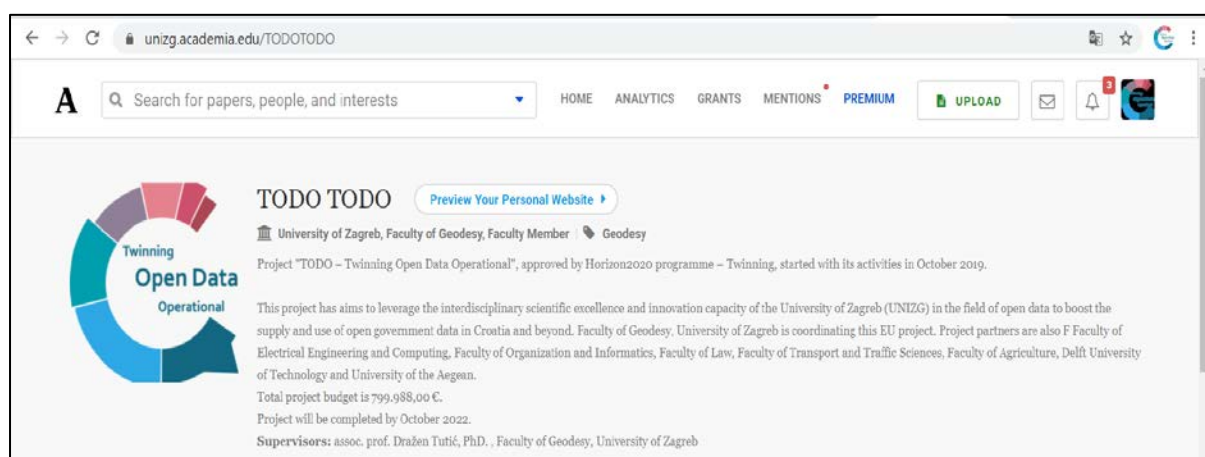
<https://www.slideshare.net/TODOproject1>



TODO SlideShare page

TODO Academia.edu

The TODO project Academia.edu account is <https://unizg.academia.edu/TODOTODO>



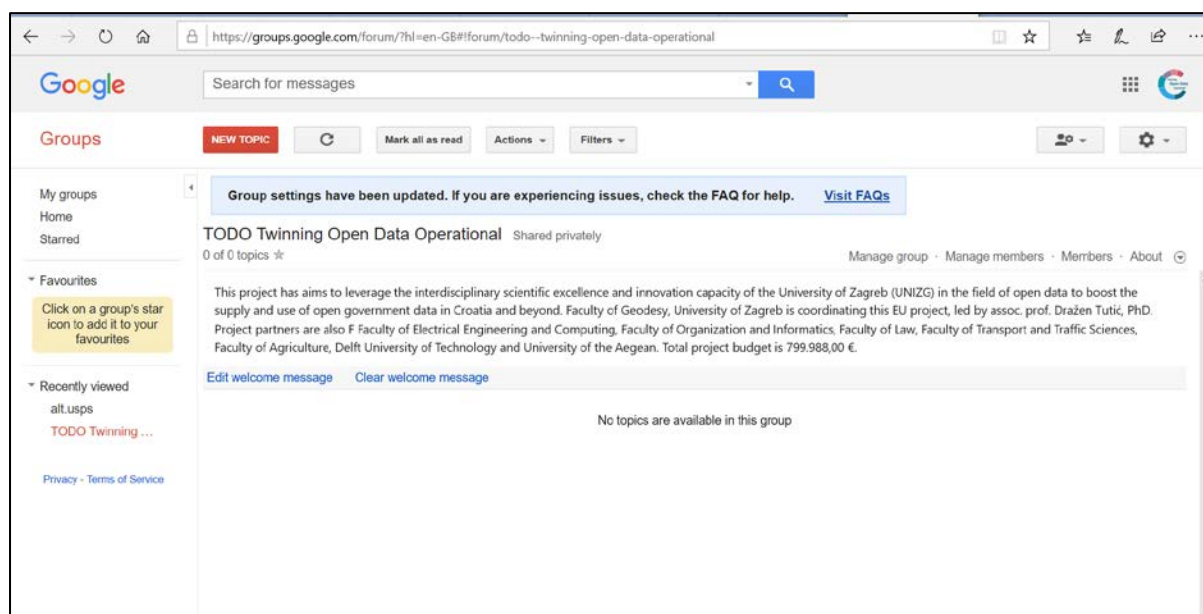
TODO Academia.edu page

TODO Google+ and Google Groups

The TODO project Google+ account is ttodo323@gmail.com

The TODO project Google groups account is

<https://groups.google.com/forum/?hl=en-GB#!forum/todo--twinning-open-data-operational>



TODO Google Groups page