

RECONNECT web site (and project web presence)

Deliverable 6.2



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Abstract (for dissemination, 100 words)	The RECONNECT website was issued in the first project months, together with social media supporting the web presence of the project. Deliverable 6.1 (M3) introduced the web site and the plans for RECONNECT web presence. In this deliverable 6.2 it is introduced the web site, social media channels and blogs and related statistics at M18. The KPIs to monitor their impact as well as their quantification at M18.			
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1. Introduction

The Deliverable 6.2 briefly introduces and explains the RECONNECT web site, the web presence of the project, which are living outcomes of task 6.2, and related statistics at M18 (February 2020).

Before the project started, the www.reconnect.eu domain was registered and as soon as the EU funding was confirmed, a general information sheet on the project (abstract, duration, partners and contacts) was published.

In September 2018 (beginning of the project), under the Task 6.2 (lead by GISIG) the works to design and structure the entire web site started, and a standard RECONNECT visual identity (logo, palette of colors, font style) was adopted in all published material and web channels (RECONNECT Brand Guide). In Deliverable 6.1 (issued in M3) a description of web site and plans for future web presence were illustrated.

Web site and social media channels implementation is hence a living and continuous task which will be carried out along all the project and beyond (web site will be maintained at least 2 years after the project end).

In this document it is described the structure of the web site, its contents, its frequency and methodology for updating as well as its development along the project, together with statistics. As well, social media channels are here introduced, since they are considered a fundamental support to RECONNECT project communication and the creation of the Community, as well as a direct way to provide news, information and key messages and to attract users and target audience to the web site. Also, RECONNECT registered a Medium channel (blog) where articles are shared and linked to the RECONNECT electronic newsletters.

Finally, an overview on Key Performance Indicators (KPIs) that are used by Communication and Dissemination Responsible to monitor the success and the right implementation of these web tools is provided.

2. RECONNECT website (www.reconnect.eu)

The RECONNECT project website is the key entry point where stakeholders and interested users can be directed to find information related to the project. It is a major communication channel for disseminating information and engaging stakeholders. The website, which is a living product and it is continuously updated, was implemented by GISIG, as one of the first project activities (M1-M3), with the support of IHE and of all the project partners, that provided their own information and logos.

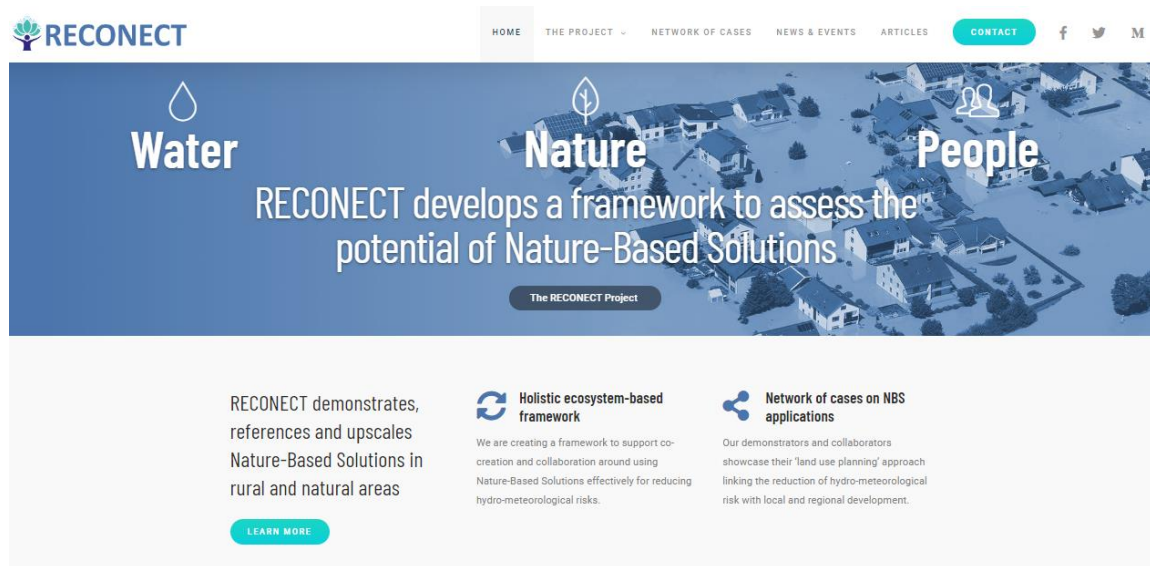


Figure 1: Website Home Page

The **Home Page** introduces main project outcomes and priorities addressed by the project. It contains information and material related to the RECONNECT Project. A graphical interface with a slide show highlighting the project main topics is implemented to attract users. Main key messages are used to focus on project mission and expected impacts.

As required to all EU projects web site, it is introduced the Consortium (partners' name, logo and web site), acknowledged the EC funding, duration, budget amount, contacts etc...

From the Home Page, there is also the possibility by users to register to the RECONNECT mailing list for Newsletters.

More specifically, some of the most important sections are:

- The **Publication page**: where partners and stakeholders can find and download all the publications and communication material of the project: newsletters, brochures, posters, scientific articles, press releases.

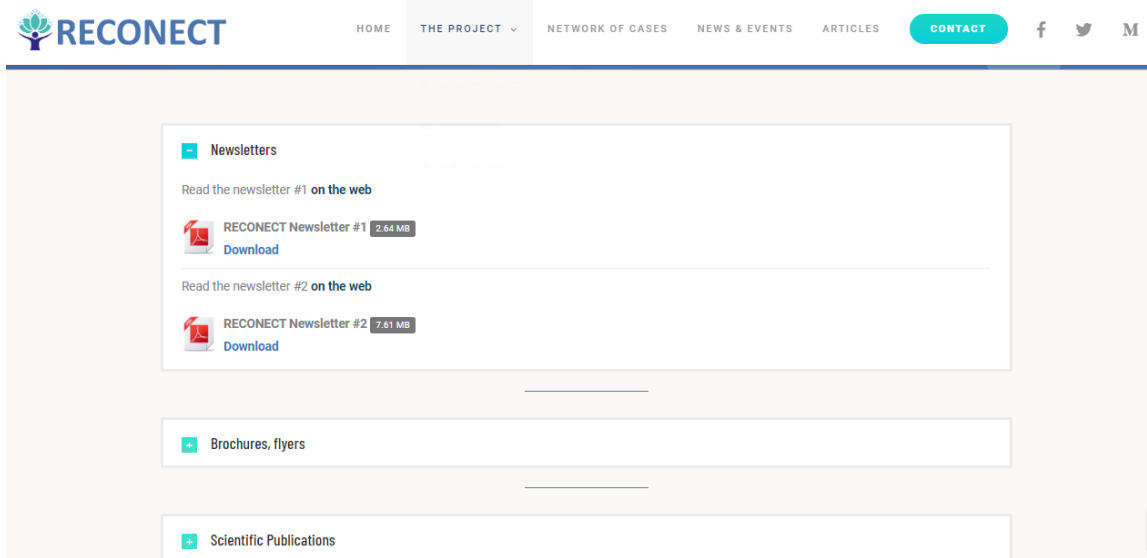


Figure 2: Publications page

- The **Network of Cases page**: where a standard description of each Demonstrator (A and B) is provided, containing problems of the area, interventions, and pictures. Each Demonstrator wrote its contribution. At the bottom of the page, all the Demonstrator and Collaborator posters are available for downloading.

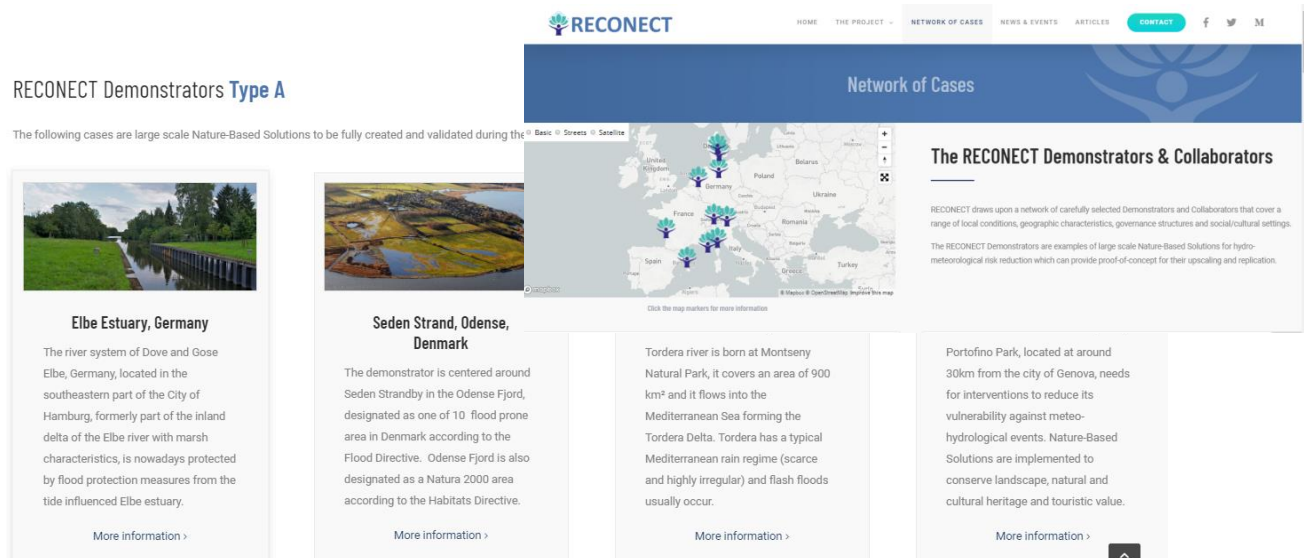


Figure 3: Network of Cases page

- **News and events page:** where users can find all the information on recent publications, participations in events, updates on demonstrators, etc (and also feed by RECONNECT Social Networks)



Figure 4: News and events

- **Articles page,** which collects all the articles written for the newsletters. The following articles have been produced up to M18: interviews to demonstrator and collaborators, a summary of a scientific paper written under RECONNECT, an article on the connection between RECONNECT and the financial community, an analysis of the indicators used by RECONNECT.

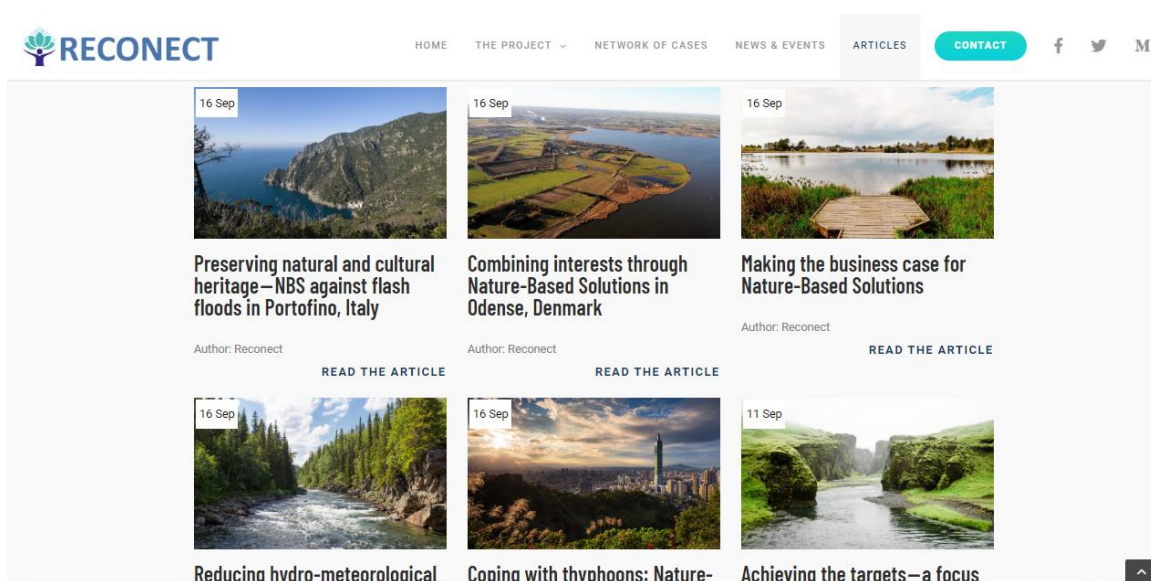


Figure 5: RECONNECT Articles page in the web site

The website statistics are continuously monitored through the most common indicators, to control increment of users (particularly new ones) and access to sessions. Here below is the data at M6 and M18.

Web statistics/Date	M6	M18
Users	913	5291
Sessions	1466	8907
Sessions for each user	1,61	1,68
Pages for each session	3,39	2,56
Bounce rate	59%	56%

Also, it is monitored the way users access the website. These are the most common ways:

- **46,6%** of users enter directly the website (by writing the URL in the address bar)
- **43,6%** type RECONNECT in a search engine (e.g. Google)
- **5,1%** reach the website through a link from social media (66% of them come from Facebook, 29% from Twitter, 5% from LinkedIn)
- **4,7%** reach the website through a link from another website.

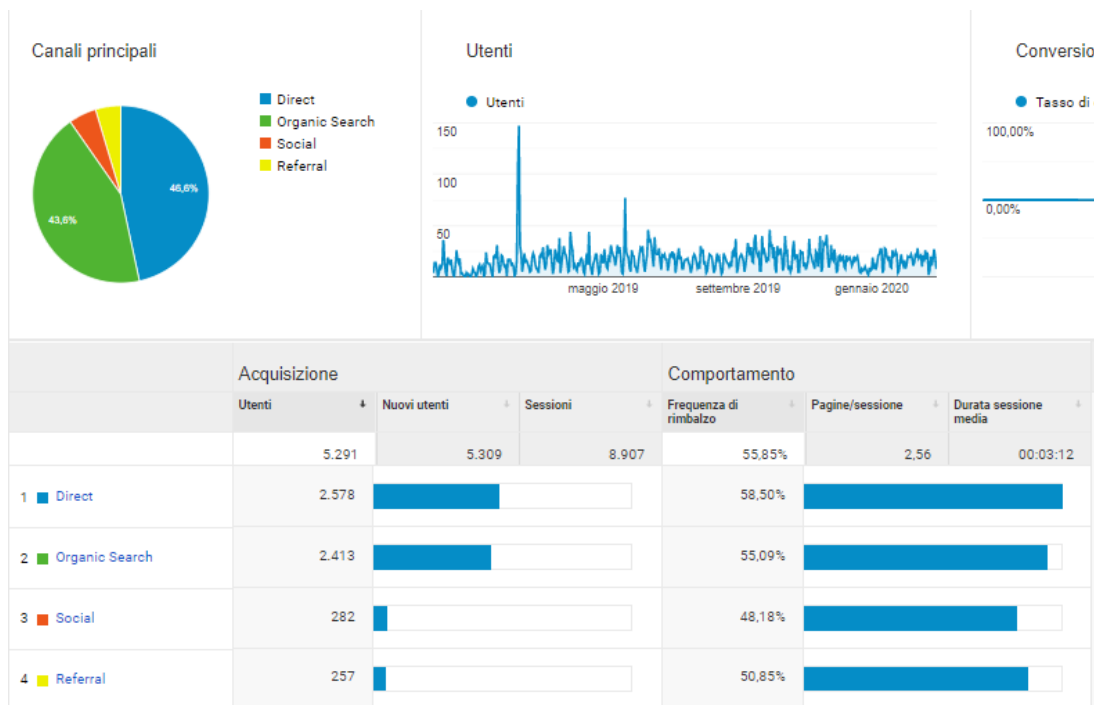


Figure 6: Way to access the website

3. RECONNECT Social Media

RECONNECT is producing engaging content relevant for a diverse set of audiences. Social media are used to drive traffic to the project website, to contribute to knowledge sharing, advertise events, share project results and increase project awareness for both a professional and a more generic audience, depending on the platform used. The social media channels used for RECONNECT, regularly updated at least once a week and managed by GISIG with input by project partners, are the following:

- Facebook
- Twitter
- LinkedIn
- You Tube

3.1 Facebook (Reconnect Project)

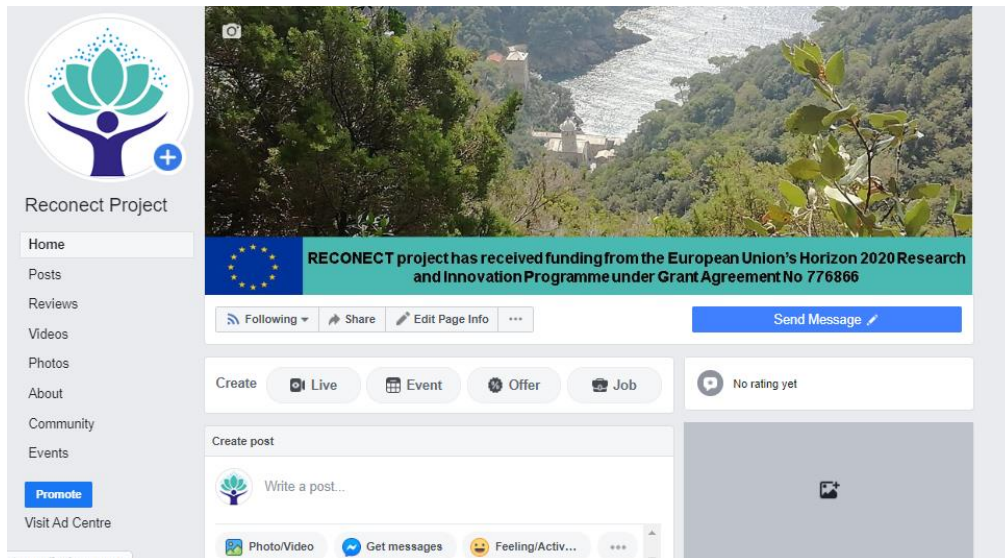


Figure 7: Reconnect Facebook page

The Facebook page is mostly used to share info and updates about the project as new scientific publications, events, articles, etc. Sometimes, other contents related to the world of the Nature-Based Solutions (as infographics, or celebration of the UN International Days) are shared, in order to increase the sharing of RECONNECT contents, catch new followers and rise project awareness. There is not precise timetable for publication, because it highly depends on when the partners inform us of their updates and achievements; on average, almost two posts are shared per week. As seen before, it is the social media through which users access our website the most (66% of the website accesses from social media come from Facebook).

Facebook statistics/Period	M6	M18
Followers	97	246
Posts	50	132

Avg Impressions for each post	209	422
Avg engagement: likes, comments, shares, clicks...	41	41
Engagement rate	19%	9,7%

3.2 Twitter (@H2020Reconnect)

The contents shared in the Facebook page are also published in the Twitter page, adapting the message to the platform (maximum of 280 characters, use of hashtags). In addition, contents prepared by other users (but relevant to the world of NBS) are also “retweeted” in our page, with the aim of rising NBS awareness and educating our audience. Typically, posts from other H2020 projects (Operandum, Phusicos, NAIAD) are retweeted when they share a new scientific publication, or an article of particular interest. For any communication related to our project, our partners are invited to mention our pages and, when possible, use one of the following hashtags: #H2020RECONNECT, #RECONNECT.



Figure 8: Reconnect Twitter page

Twitter statistics/Period	M6	M18
Number of Tweets		145
Followers	71	318
Tweets	26	144
Avg Impressions per tweet	590	1018
Avg engagement: likes, comments, shares, clicks...	11,07	27,69
Engagement rate	1,87%	2,72%

3.3 LinkedIn group (@H2020Reconnect)

Differently from Facebook and Twitter, the LinkedIn group only gathers professionals from the sector. It is used to share project outcomes and updates as, for example, the publication of a new scientific paper within the project or a new article in the Medium account. Group members are encouraged to share content that is coherent with the project perspective. Since it only hosts content dedicated to this specialized audience, the number of post produced is lower than other social media.

Number of posts: 30

Number of members: 137

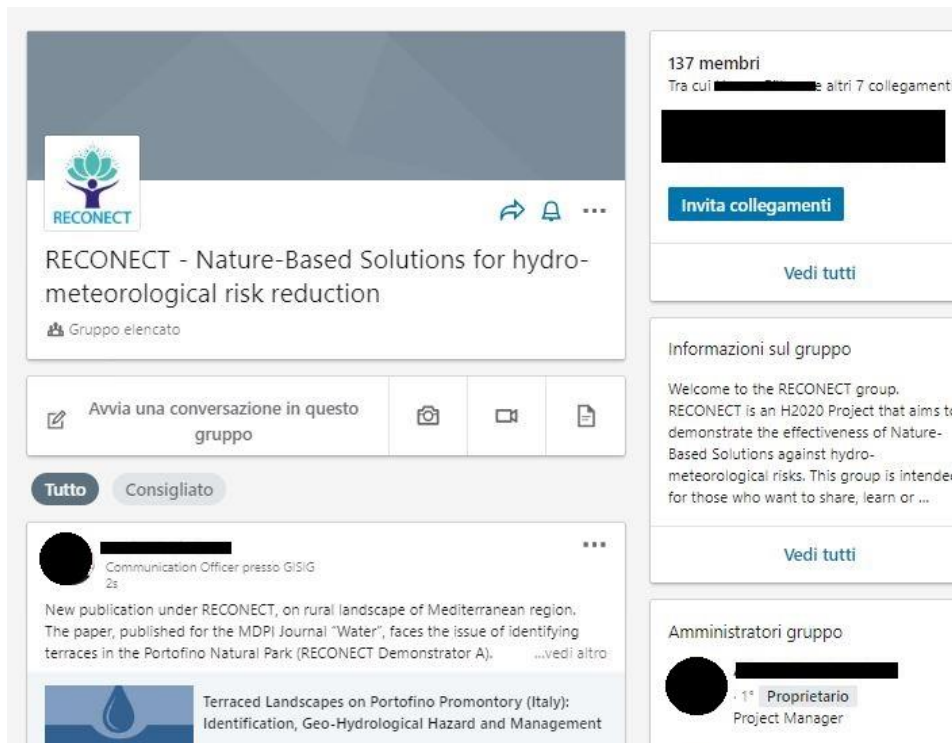


Figure 9: LinkedIn group

3.4 YouTube (Reconnect Project)

The YouTube page collects all the video contributions related to RECONNECT. Up to now, three short video interviews have been uploaded (1, 2, 3). Other videos are expected to be produced in the following months, as promotional videos, repository of webinar recordings, demonstrations, etc.

4. RECONNECT BLOG (Medium)

A RECONNECT Medium page (@reconnect.project2018) has been opened in order to collect all the informational and non-scientific articles written within the project (interviews with project partners, updates on pilot cases, etc.). These articles are published concurrently with the newsletters and spread through the RECONNECT social accounts (Facebook, Twitter, LinkedIn) in order to reach all the different targets and increase project awareness. All articles are also accessible from a dedicated section on the RECONNECT website. The use of Medium also permits to gather some stats about the articles, such as views, reads and read ratio (in the table below).

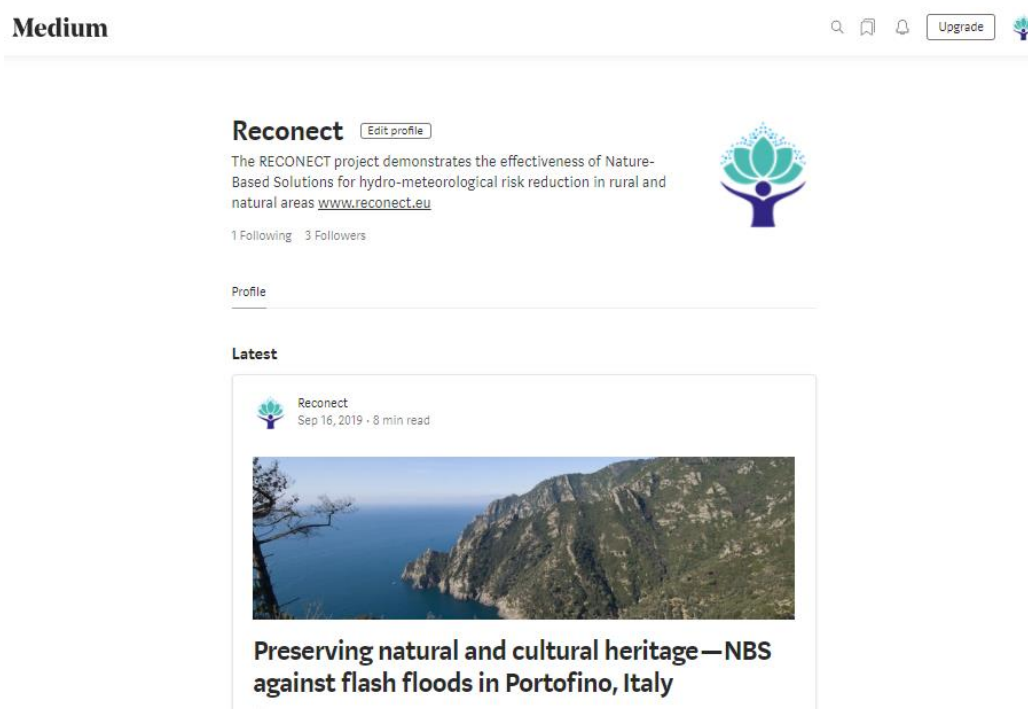


Figure 10: Medium Page

Title of the Article	Views	Reads	Read Ratio
Achieving the targets—a focus on the RECONNECT indicators	103	58	56%
Coping with typhoons: Nature-Based Solutions in Taiwan	50	21	42%
Reducing hydro-meteorological risks with Nature-Based Solutions	59	28	47%
Making the business case for Nature-Based Solutions	152	71	47%
Combining interests through Nature-Based Solutions in Odense, Denmark	96	41	43%
Preserving natural and cultural heritage—NBS against flash floods in Portofino, Italy	112	42	38%

5. RECONNECT KPIs - to measure visibility through web presence

Product	Purpose	Promotion	Audience	KPIs
Project website	The project website is a key entry point where stakeholders and interested users can be directed to find information. It will be a major communication channel for disseminating information and engaging stakeholders.	Via social media, communication contents and project outputs (e.g. reports, presentations, etc...) contain website url. Promotion can also be done at local, regional, global meetings, workshops and to key stakeholders institutions (for further distribution)	All RECONNECT target audience	Online downloads: Y1 = 200 Y2-3 = 2000 Y4-5 = 5000
Social Media <i>Facebook</i> <i>Twitter</i> <i>LinkedIn</i>	Platform for disseminating information to stakeholders and a wider audience, and engaging stakeholders more proactively	Create social media profile for project, use partner organization channels	Partner social media users. Online networks. Targeted journalists	Like/Sharing of content: Y1 = 100 Y 2-3 = 1000 Y 4-5 = 2000
Blogs <i>Medium</i>	Provide an accessible platform for engaging a wider audience on the project; a channel for partners to share their knowledge and experience	Pre-packaged content shared with project partners and other relevant organizations	All target audiences	Blogs developed and shared through project partner website Total = 10