



**RECLAIM**

Refurbishment and re-manufacturing  
of large industrial equipment

# Website & Social Media D9.2

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January 2020 - M4

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# Technical References

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Project Coordinator	HARMS & WENDE GMBH & CO KG
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<sup>1</sup> PU = Public

PP = Restricted to other programme participants (including the Commission Services)

RE = Restricted to a group specified by the consortium (including the Commission Services)

CO = Confidential, only for members of the consortium (including the Commission Services)

## Document history

V	Date	Beneficiary	Author
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4	30/01/2020	HWH	Michael Peschl





## Summary

Creating and leveraging a successful online presence is essential to attract, inform and inspire industry peers, researchers, decision-makers, employees and investors. This deliverable gives the practical outline and elements of these digital tools.

These online channels are a first point of contact for the majority of people with RECLAIM and, as we know 'first impressions count'. Whether they have googled a key word and stumbled, sought out the project after hearing its name at a conference or been linked back to the website for more information, we must provide a satisfactory level of information and a positive user experience online.

Digital is also a privileged distribution and engagement channel for RECLAIM content - our own social media posts and those of others who tag, mention, link back to or re-post. It is important to nurture this spread of information online, targeting it with high-value interviews, video and posts and capturing it through analytics.

The website will be a digital anchor and reference point for a majority of project content and alongside twitter, LinkedIn and YouTube is entirely operational in January 2020 (Month 4 of RECLAIM)

## Disclaimer

This publication reflects the author's view only and the European Commission is not responsible for any use that may be made of the information it contains.





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# 1. Website concept

The RECLAIM project website is intended to be a modern and dynamic website that moves away from being a repository and towards being a ‘digital anchor’ for RECLAIM content and media. Priority has been given to presenting an easy to update and well-connected website with RECLAIM content featured in the media or sectorial sites, twitter feeds, interviews and news posts front and centre.

It carries the key messages, calls to action, branding and design features detailed in D9.1 - Communication and Dissemination Master Plan and is publicly available at [www.reclaim-project.eu](http://www.reclaim-project.eu).

A social media feed from [@Reclaim\\_FoF twitter feed](#) gives some added dynamism and live content to the home page and reference to both [LinkedIn](#) and twitter channels for regular news and information is indicated on each page.

## 1.1 Technical infrastructure

The website uses [WordPress](#) - an internationally recognized open source software and development platform for websites, blogs and apps.

Content management and development is provided by the [Elementor](#) page builder and analytics by [Google analytics](#).

The technical development was assisted by ESCI partner, [Anaximandre](#), who oversee the security check, notifications and settings and their compliance.

## 1.2 Layout

The RECLAIM website is based on a common layout enabling easy browsing through the site web pages. The layout consists of the following elements:

- **Header:** including the full name and logo of the project, a search field and links to all project’s social media channels
- **Main navigation menu:** enables browsing through the different pages of the website
- **Main content area:** presentation of the specific page’s information
- **Sidebar:** including a tweets’ feed of the project’s latest tweets
- **Footer:** providing the sitemap as well as the information regarding the project’s funding by the European Union’s Horizon 2020 program. The logo of the European Union is also displayed together with copyright disclaimer



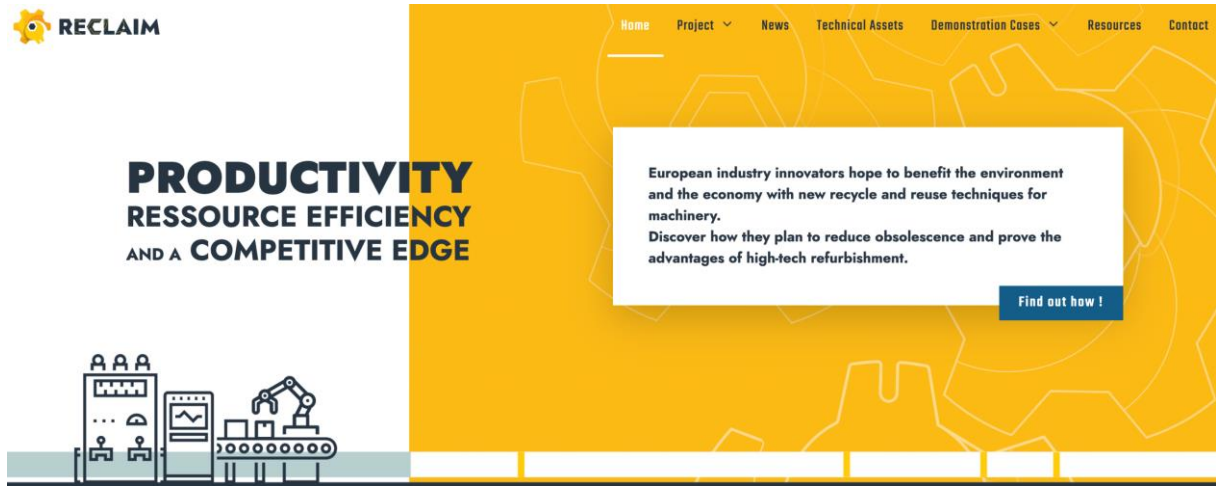


Figure 1 - Home page



Figure 2 - Navigable map of demonstration sites and sectors

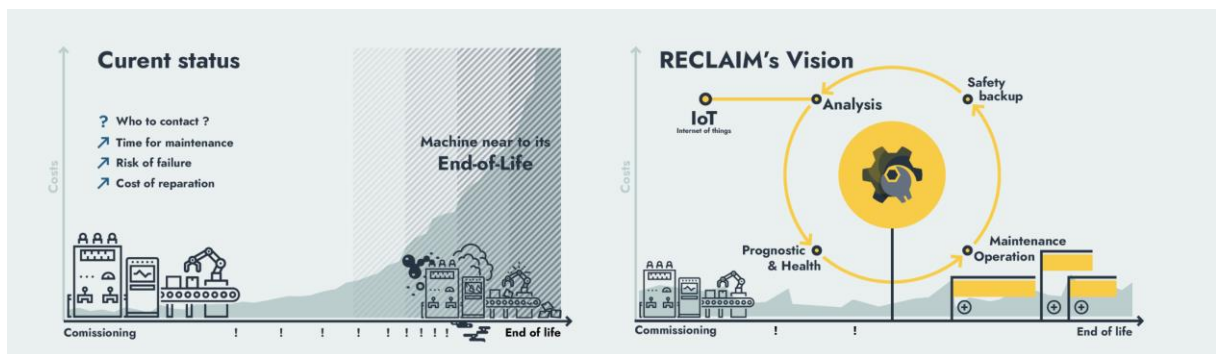


Figure 3 - Info Graphics of RECLAIM concept



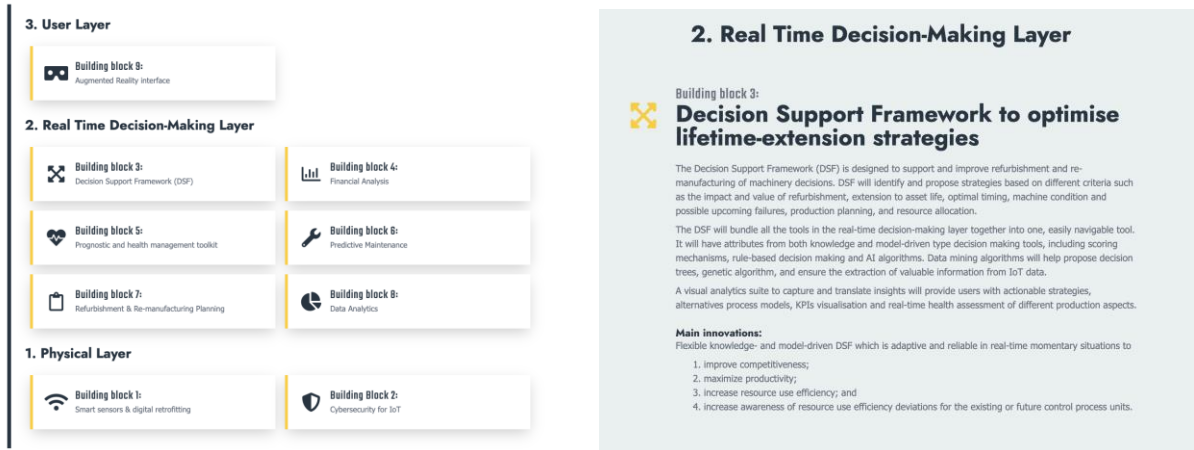


Figure 4 - Detailed overviews of each technical solution

One important characteristic of this layout is that it is responsive to smart devices such as smart phones and tablets, allowing easy use and facilitating presentation of information, as illustrated in the following images:



Figure 5- Mobile site in development

### 1.3 Visual identity

All the graphic elements of the website and social media, such as banners, logos, and icons are in line with the visual identity of the project, using the project colour palette and icons, which reinforces project recognition.



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# 2. Social media & training

## 2.1 Social media channels

Due to the industrial and professional nature of the project, [LinkedIn](#) and [twitter](#) will be the focus social media outreach and distribution channels. The project may also use SlideShare to distribute professional presentations, infographics and solution factsheets.

[The YouTube channel](#) will host project video content, allowing it to be piped using XML into websites, social media posts, as well as generate some organic reach of its own thanks to the platform’s users and search.



Figure 6- Twitter channel

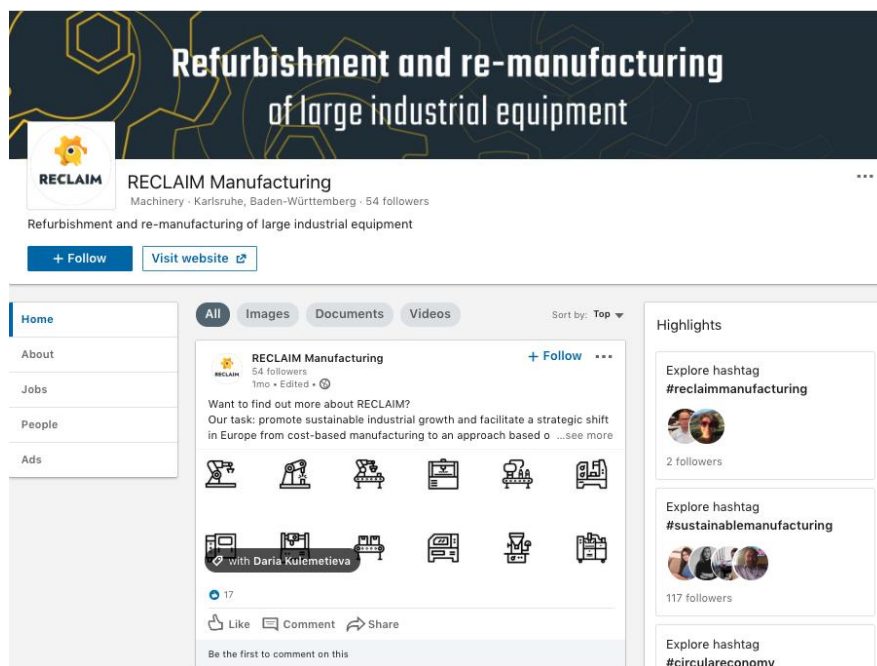


Figure 7- LinkedIn channel







A **social media & communication training** for project partners and associated pilot sites will be provided during the first six months. It will outline tips and tools on how to use social media channels like Twitter, LinkedIn or YouTube to communicate about RECLAIM and related themes to maximize the outreach and also ensure visibility among the partner’s network of industry stakeholders. This will ensure the existing social network channels of consortium partners will be widely exploited to enhance the dissemination of project activities and deliver results towards the target audiences.

## 2.2 Social media monitoring

Social media will be monitored as a way to determine the volume and sentiment of online interaction. Many kinds of data are accumulated during the acquisition process, from simple information as statistics on likes, followers, re-tweets etc. to more complex such as comments, downloads etc. LinkedIn, Facebook, YouTube and Twitter accounts will be monitored for that purpose in order to identify their overall impact on different target groups.

Social media monitoring is often referred to as SMMS (Social Media Management Software), which is an application that facilitates successful engagement in social media across different communication channels. It monitors inbound and outbound conversations and evaluates the usefulness of a social media presence.

For RECLAIM, ESCI will use a combination of analytic tools embedded in each platform and a central client called Digimind. These analytics will enable ESCI to assess, fine tune and adjust on going actions and provide analysis for deliverables 9.1 and 9.4.

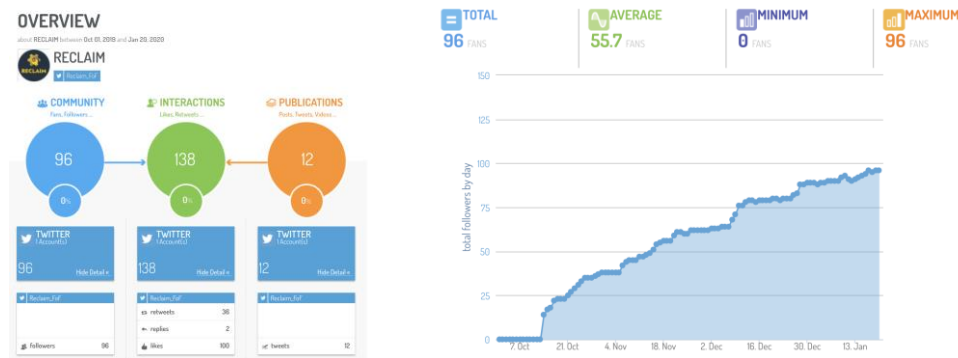


Figure 8- Digimind

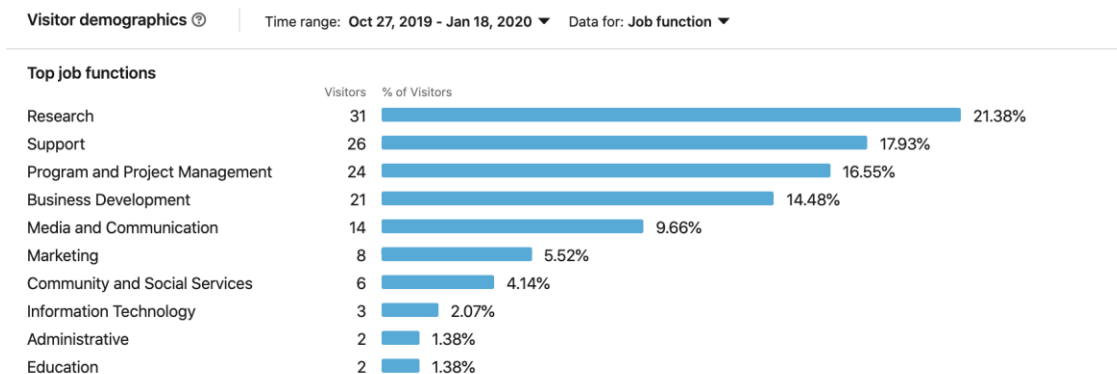


Figure 9- LinkedIn channel

