



**Management Of Networked IoT Wearables – Very Large Scale  
Demonstration of Cultural Societal Applications**  
(Grant Agreement No 732350)

**D12.2 Project Website and Social Media Platforms**

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## 1 Executive Summary

This document contains a description of the media platforms chosen for external, online communication, who they target and for what purpose.

The project website was launched immediately after the start of the project on 2<sup>nd</sup> February 2017 at the URL <http://www.monica-project.eu/> together with the Twitter page: <https://twitter.com/MonicaProject> and the Facebook page: <https://www.facebook.com/MonicaIoTforCities>.

This deliverable contains a description of the website, its initial and planned content and the technical solution chosen, bearing in mind that the website is subject to updates and expansion. The webcasting platform <https://in-jet.public-i.tv> used for webinars in MONICA is also presented as well as the social media sites which MONICA will use to share and promote its results and interact with stakeholders.

The online media platforms target different groups of stakeholders, of which the cities are especially important when communicating the added value of implementing IoT technologies in the city with focus on security and acoustics applications for large cultural events. Other central actors are the citizens who MONICA will engage for innovation and evaluation purposes and the technology providers who look for tools and business opportunities to deploy smart living/city services.

## 2 Introduction

### 2.1 Purpose and scope

This deliverable is provided as a signoff for the project's website at <http://www.monica-project.eu>, the project's webcasting platform at <https://in-jet.public-i.tv> and the project's presence on social media. The type of the deliverable is DEC (Website) and it is submitted in electronic form on the above URL's.

This document contains a description of the media platforms chosen, who they target and for what purpose. The website and media platforms are chosen and designed with the main target groups in mind, being subject to change as the project evolves and results appear. The detailed plans for the platforms are outlined in *D12.1 Communication and Dissemination Strategy*, due in M3.

The project website and webcasting platform were launched at the start of the project on 2<sup>nd</sup> February 2017 followed by the Facebook and Twitter pages. The media platforms which have been launched are continually updated so this deliverable only describes the initial setup and population of the platforms.

### 2.2 Context

This deliverable is an output of the work package on impact creation, exploitation and dissemination (WP12) as part of task *T12.1 Communication Plan* with the main purpose of defining and agreeing on the project's communication strategy and plan.

The online media platforms presented in this deliverable are thus important elements of the communication and dissemination activities in MONICA with the overall aim to create a high level of visibility and maximum impact. The strategy for creating impact through communication and dissemination of MONICA and its results is set out in *D12.1 Communication and Dissemination Strategy* which establishes a common ground for sharing and promoting the project and its results in a strategic way to clearly defined target groups and through relevant channels.

Together with other central tools and activities defined in *D12.1 Communication and Dissemination Strategy* and *Project Advertising Material 1+2 (D12.3 and D12.4)*, the online platforms will assure wide awareness of the MONICA project and help facilitate exploitation following project completion (*D12.6 Final Replication, Exploitation and Business Plans*).

### 2.3 Content and structure

This deliverable contains a description of the project website, webinar platform and the social media sites used in MONICA.

[Chapter 3](#) is a brief summary of the target groups that are relevant for the website and media platforms.

The content of the website (both existing and planned content) will be described in [Chapter 4](#) and the technical details in [Chapter 5](#).

[Chapter 6](#) describes the webinar and webcasting platform created for the project and its functionalities.

Finally, the use of and integration with social media is explained in [Chapter 7](#).

### 3 Target audiences

The Consortium has initially defined a set of target groups, covering the full range of potential users and stakeholders and these will be described and further analysed in *D12.1 Communication and Dissemination Strategy*.

The target groups can be divided into five, overall categories with subgroups as indicated in the table below.

**Table 1 Overview of initially defined target groups for communication in MONICA**

The Cities	The Citizens	Technology Providers	Researchers	Regulators
Event and festival organisers	Citizens	IoT Smart City integrators	ICT research communities	Local and national politicians
Public authorities and cities	Civic groups	Component and system suppliers	Acoustics societies	Law enforcement organisations
The cultural and creative industry	Socially oriented communities	Telecommunication companies	Support actions	Noise regulation communities
The tourism industry	Entrepreneurs and innovators	Security providers & companies	IoT large scale pilots	EU regulators
Various communities of EU cities	Open data developers	Acoustic industry	AIOTI - The European Alliance of IoT Innovation	Standardisation bodies

The aim of the online communication is to promote MONICA and its results to all the target groups, highlighting the added value to 'The Cities' category in implementing IoT technologies with acoustics and security solutions as the main drivers. Other central actors are 'The Citizens' who MONICA will engage for innovation and evaluation purposes and the 'Technology Providers' who look for tools and business opportunities to deploy smart living and smart city services.

The main **online** communication channels are listed below, of which the first three are described in this deliverable:

- Project website
- Webinars
- Social media
- Partner websites and social media platforms
- Online publication and journal libraries
- Press and online networks

## 4 Website

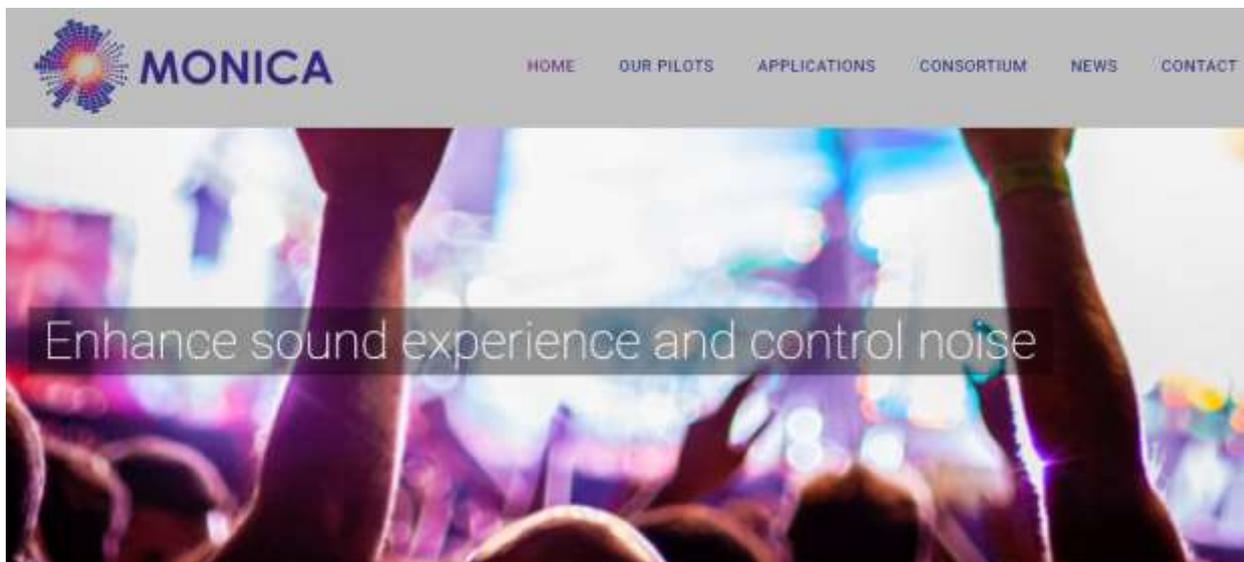
The project website was launched immediately after the start of the project on 2<sup>nd</sup> February 2017 at the URL [www.monica-project.eu](http://www.monica-project.eu). It is a central communication tool and will contain the most important aspects and results of the project, reaching out to all identified stakeholders.

### 4.1 Website layout

The layout chosen focuses on telling the MONICA story on one page, using images, videos, and lively, engaging content to engage the visitor, reflecting the vibrancy of the cultural and sport events which will be demonstration events in MONICA. Most of the language used is non-technical and easy to understand, with the exception of technological and regulatory matters which entail using more specialist terms. However, the aim is to make this content as easily digestible as possible to the average visitor.

The visitor can on one page get an initial impression of the project by clicking 'our pilots', 'applications', 'consortium', 'news' which will lead to the respective description on the same page with the possibility to 'read more'. It will also be possible to get more information about the project by using the submenus.

**Figure 1 The MONICA website**



WELCOME TO THE MONICA PROJECT

Management of Networked IoT Wearables – Very Large Scale Demonstration of Cultural and Security Applications

### 4.2 Website content

The following is a description of the website menus and content and their purpose. Not all menus have been created at the time of writing; existing menus and features are subject to change, and more features are likely to be added as the project matures.

#### Slider on homepage

A central focus of the website is the end-users i.e. the cities and its citizens and on what the city can gain by implementing IoT technologies. Another important group is the technology providers looking for ways to deal with the integration of multiple networks, systems and technologies in the creation of business. The slider contains four slides with transition effect to draw attention to four dedicated areas of interest which accommodate for the different interests and viewpoints of stakeholders:

- Slide 1: Enhance sound experience and control noise (target: cities, event organisers, tourism)

- Slide 2: Manage security when dealing with large crowds (target: cities, event organisers)
- Slide 3: Deploy wireless communications in massive IoT networks (target: telecom providers, IoT technology providers)
- Slide 4: Engage citizens to participate in smart city platforms (target: cities, cultural institutions, event organisers, citizens)

It will be possible to click on each slide for more information, going into detail about the MONICA solutions.

### Home

Submenus will be added so that the visitor can get to know more about MONICA. A submenu 'About MONICA' will provide a more detailed overview of the project scope and objectives.

### Our Pilots

All pilots are introduced with the possibility of getting more information about the pilots and their focus areas in MONICA.

### Applications

This section introduces all the IoT technologies available to the pilot sites and contains a portfolio of technologies which other cities can explore.

### Consortium

The partners are presented according to their role in MONICA, highlighting key competencies to spark potential visitor interest in knowledge sharing and collaboration. As the demonstration results appear, contact persons for each pilot will be made available on the website to facilitate knowledge sharing.

Submenus with 'Work Packages', 'Deliverables' and 'Milestones' will be added for dissemination purposes to make material available to the public and foster knowledge sharing and best practise with other projects, initiatives and networks.

### News and project activities

Project news and articles are created as posts so that it is possible to comment on them, engaging the visitor. Submenus 'Knowledge centre' and 'events' will be added to invite visitors to MONICA events and

**Figure 2 News from the [City of Copenhagen website](#) on the launch of MONICA**



enable access to public material such as public deliverables, demos, presentations and flyers as well as project publications which can be downloaded.

It is possible that the news section will have a more prominent place on the page when results start to appear and to create a sense of a highly active website.

News can take the form of articles, videos, demos describing achievements, new development, events, invitations etc.

The webmaster is the news editor, inviting all project partners to contribute with good stories, news and articles which are then processed before being published. Partners are encouraged to be active locally, producing content for own sites and reporting these activities so that key stories can be captured and brought to the project website and platforms also.

#### *Public deliverables*

All public deliverables will be available on the website for download by the general audience. No registration will be necessary to access the public deliverable repository.

The deliverables will be made available as soon as they have been externally reviewed and approved by

the Commission.

#### *Publications*

During the project's lifetime, some of the partners will submit papers to be presented at conferences and published in leading journals. These papers will be available on the website when released for publication by the publisher. Specific copyright issues will be resolved in each individual case.

The author(s) of the publication will assess the copyright issues and the timing and submit an electronic copy to the webmaster as soon as it is released for publication. The webmaster will publish it and issue a news flash about its availability.

#### Contact and Get involved

Contact info is available and will be supplemented by an 'engage with us' section to promote the outward going MONICA activities such as the collective awareness platforms for citizens, the open data repository, the MONICA start up service package for entrepreneurs and the collaboration with support actions and other initiatives.

#### Additional components

Other components on the website include:

- Integration to Twitter, Facebook and other social media profiles
- RSS feed for immediate news update to subscribers
- Footer with acknowledgement of funding, contract, impressum, data privacy and contact information
- Integration of videos produced by the project, webcasts and additional social media tools.

## 5 Technical implementation of website

### 5.1 WordPress

The website is built with WordPress version 4.7.2.

WordPress is web software used to create websites, blogs, or apps. The core software is built by hundreds of community volunteers, and there are thousands of plugins and themes available to transform a site into a dedicated and targeted website for almost any user. Over 60 million people have chosen WordPress to power their place on the web.

WordPress is a free and open-source content management system based on PHP and MySQL. It is hosted on In-JeT's Linux web server.

WordPress's plugin architecture allows users to extend the features and functionality of a website or blog. WordPress has over 40,501 plugins available, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. The customisations range from search engine optimisation, to client portals used to display private information to logged-in users, to content management systems, to content displaying features, such as the addition of widgets and navigation bars.

### 5.2 Accessibility

The site works with three basic role-definitions for users: Guests, members and administrators of which only the first and the last roles are used in MONICA.

The MONICA website is accessible by the general public who as guests can comment on posts, sign up for project events and newsletters. They are invited to further engage using the contact options, the project social media sites or other tools made available for collaboration (open data repositories etc.).

The member function allows registered users e.g. members of the Consortium or advisory groups, to access certain sections such as internal project documents, however, since this is covered well by other collaborative tools in MONICA, this functionality is not used on the MONICA website.

The role as administrator of the site is carried out by the webmasters as the only ones with administrator rights.

### 5.3 Security

WordPress has had many security issues that have been uncovered in the software, particularly in 2007, 2008, and 2015.

Secunia maintains an up-to-date list of WordPress vulnerabilities and there are always several unpatched security advisories, but in recent years, the maximum rating has often been of "Less Critical".

Also, WordPress maintains a list of security issues and the large community around WordPress provides both advice and plugins that enhance the security of the site. The MONICA website has thus been designed with a large number of the suggested security measures to overcome the most common vulnerabilities.

## 6 Webcasting platform

A webinar is a useful tool to engage target audiences by allowing them to participate and interact remotely with the presenter(s). It also enables you to reach professional stakeholders across geographical and professional borders which would otherwise be difficult and require substantial resources.

To boost the dialogue and share knowledge and best practice, three webinars will be organised in MONICA, targeting different stakeholders: the IoT community, festival organisers and performers, city authorities and citizens. One webinar will focus on citizen engagement, one webinar will focus on noise with participation of a broad selection of actors, and one webinar will focus on security with participation of security professionals.

The events will be webcast live and followingly, be made available on-demand using a webcasting platform provided and hosted by IN-JET. The webcasting platform will allow for online participation in the debate via chat and Twitter.

### 6.1 The platform

The hosting and webcasting platform is provided by In-JeT and can be found at <https://in-jet.public-i.tv>.

The platform uses the citizen engagement platform, Connect, developed by Public-i Group in Brighton, U.K. In-JeT is representative of Public-i in Denmark and provides the services to municipalities across the country.

**Figure 3** [Webinar solution NHS Citizen](#)



The core of the Public-i webcasting system is a cloud based Content Management System that wraps functionality around streaming media technologies which match closely to the needs of the market for citizen engagement tools. By wrapping contextual information - both textual and graphical - around the encoded live or on-demand video stream, Public-i offers a rich user experience and one which is deeply rooted in the context of the citizens. The platform has also been used by large organisations, like the UK health system NHS and the London Olympic Committee, to engage their users and citizens at large in democratic debates about the services they offer.

### 6.2 Functionalities

The core functionality of the webcasting system is provided by a browser-based player where the webcasting is presented together with all contextual information.

The player is developed in responsive HTML-5 design that allows it to be used on a variety of hardware platforms such as PC, tablet and phones.

The content can be shared directly on social media like Facebook and Twitter. Further, the platform allows remote participants to participate in the debate via chat and tweets.

The contextual information consists of:

- Agenda for the webinar
- Profiles of the speakers
- Live slides synchronised with the presentation
- Supporting documents (text, images, etc.)
- Links to external sources
- Interaction tools such as polls and surveys.



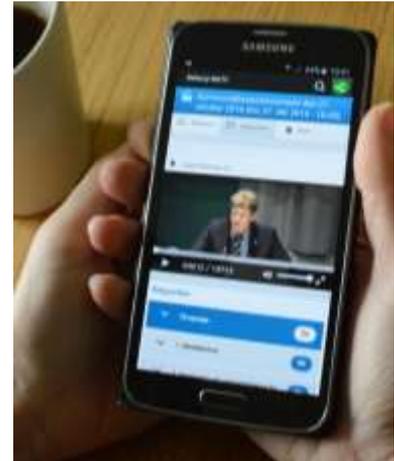
**Figure 4** The Connect webcasting platform

### 6.3 Advertising

The webinars will be promoted both before, during and after the webinar. The overall promotion of the webinar will focus on the key benefits of attending the webinar, going beyond merely informing about the MONICA project.

Webinars will be advertised through the project website, through partner websites and through invitations to the relevant stakeholders.

They can also be shown in an embedded player on third-party websites e.g. partners, organisations and other relevant places. They are stored in a repository from where they will be available on-demand during the course of the project and one year after. A more detailed plan is available in *D12.1 Communication and Dissemination Strategy*.



## 7 Social media

MONICA will use different social media channels to increase visibility, share knowledge faster, promote the results and interact with the public, especially the citizens involved at the pilot sites. By using social media, MONICA meets people where they are, thereby gaining important insight, and MONICA can take advantage of the networking and viral effect, making it possible to increase awareness.

Facebook, Twitter and YouTube are main social media channels which MONICA will use with the possibility of adding more channels such as Instagram.

### 7.1 Facebook



Figure 5 The MONICA Facebook page

Facebook is number one on the social network market with more than 1 billion registered accounts and currently sits at 1.71 billion monthly active users. It connects people to share messages, photos and videos and enables common-interest groups which are ideal for the cities and cultural institutions in MONICA, when engaging their local citizens and evaluating the technologies deployed.

In MONICA, Facebook is particularly suited to reach citizens and the general public and especially the citizens (neighbours) affected by the events, and the messages on Facebook will thus be targeted particularly to this group of stakeholders using a lay and more personal language.

The MONICA Facebook page targets the broader European crowd, collecting and linking stories about the project and the events but will also utilise Facebook in relation to the pilot sites and the creation of collective awareness platforms with the purpose of engaging citizens in the design of sustainable solutions for their neighbourhoods. In the latter case, the plan is to use localised Facebook pages for the pilots to target the individual citizens and civic groups affected by the large cultural events who are then invited to participate in solving the challenges based on factual data and information coming from the pilot sites.

The MONICA Facebook page can be found at: <https://www.facebook.com/MonicaloTforCities>

### 7.2 Twitter

Twitter is a micro-blogging tool for the exchange of short informal messages. It has 320 million users (source: <http://www.statista.com/>). The aim is to enable people to create and share ideas and information instantly, without barriers. Twitter favours short messages with a limit of 140 characters and links people with similar interests. Twitter is used by younger people, with 35% between the ages of 18 and 29 (source: Investopedia)

Twitter is most suited to reach the professional community and MONICA is using Twitter to connect to other relevant projects, networks, initiatives and stakeholders in the IoT domain as well as cities interested in IoT technologies and smart city/living platforms.

One of Twitter's advantages is the short, to the point format of messages, or tweets rather, which can be used to direct the audience's attention to more substantial and detailed information, e.g. the project website, specific events, publications or project services.

MONICA will also use Twitter to promote and comment on the webinars, applying a hashtag which others can use in their tweets. All tweets during the webinar will feature in the integrated Twitter feed on the webinar player site.

The MONICA Twitter account can be found at: <https://twitter.com/MonicaProject>



**Figure 6 The MONICA Twitter profile**

### 7.3 YouTube

YouTube is a video sharing website with user-generated and corporate media content. It has over 1 billion users, offering also live streaming tools where people can interact and comment directly.

A MONICA channel will be created once videos become available and also to share the webinars. What type of videos MONICA will create is defined in *D12.1 Communication and Dissemination Strategy*.

### 7.4 Other platforms

For the pilot events and happenings, Instagram will be considered for sharing pictures and input since this content can also feed directly into the Facebook page(s).

Instagram is a social photo sharing network channel, sharing photos by using different filters, creating an artistic look. 1 minute videos can also be shared as well as live videos. Instagram is owned by Facebook and has over 400 million users, primarily younger people under 30, with 53% between the ages of 18 and 29 (Source: Investopedia). This makes it a suitable platform for festival and concert-goers in MONICA.

MONICA will utilise other social media tools where it makes sense to do so.

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