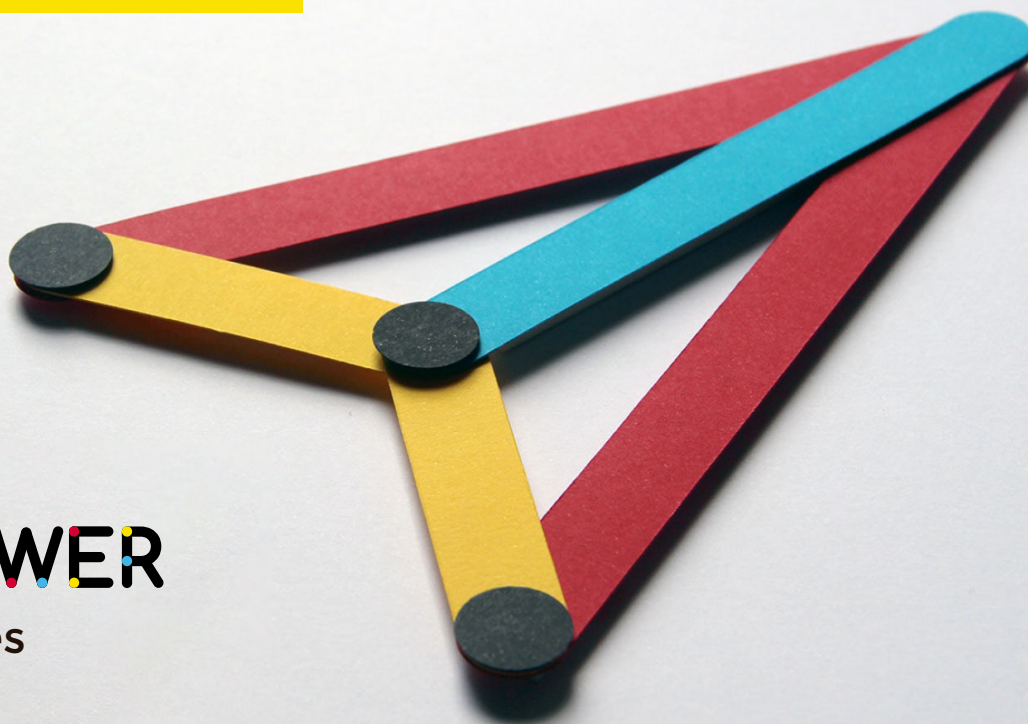



D7.1



# EMPOWER

deliverables

Deliverable name	Project website and social media accounts
Type	DEC - Websites
Dissemination level	PU - Public
	 4

Project website and social media accounts

Description

WP.7

Work Package No.

Lead beneficiary - ITC





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## Website

We as a consortium understand the vital role of transparent communication in sharing the progress and results of our research with the public. To achieve this goal, we have set up various communication channels such as the project website and social media platforms to keep everyone updated with our progress.

Our website, which has been live since the start of the project, provides detailed information on the objectives, challenges, partners, scientific research, and others. Closely after the Kick-Off meeting, it has been decided that the project's domain name is going to be (<https://project-empower.eu/>).

The project website will be frequently updated with new developments, events, and resources such as downloadable deliverables and scientific papers.

The website will be managed by ITC, who will be responsible for everything related to the after services such as website hosting, maintenance, SSL certificates and providing content, while members of the Consortium will be able to make modifications and upload new content as required.

### Initial Website

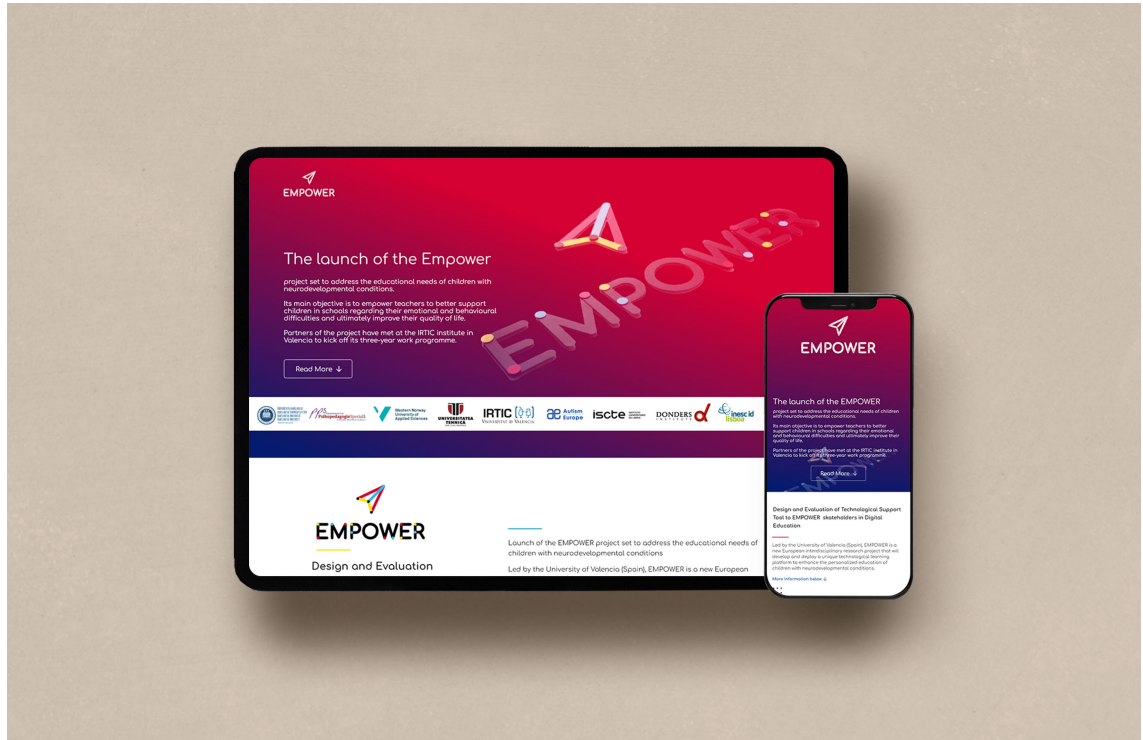
An initial version of the project website was launched quickly after the kick-off meeting (31.10.2022). To create a functional and relevant website within that timeframe, it was decided that the initial version would be a static format of the website and include the following key aspects:

- What will EMPOWER do?
- List of project participants
- Project Empower plan over the next 3 years

The initial version of the website served as a valuable resource for those interested in following the progress of the project in its early stages. The first version of the (Figure 1) website has been hosted on ITC's servers (<https://project-empower.eu/>).



**Figure 1:**  
The first version of the initially released static website of project EMPOWER. Home Page View



## Website's final version

ITC (ITDATA TELECOM) has covered the Design & Development aspects of the website, as well as other dissemination-related tasks.

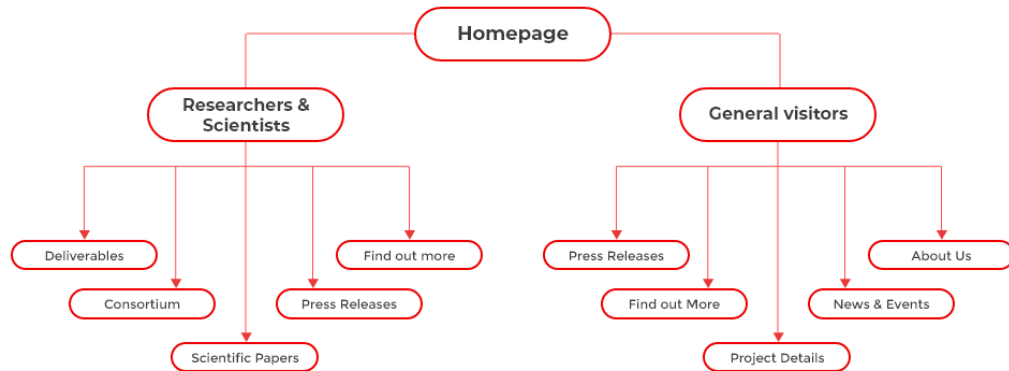
The platform chosen for the website is WordPress, as it is widely used and supported, and offers ease of use. A Content Management System (CMS) has also been implemented to provide easy access and editing (publish, edit, modify) capabilities for each member of the Consortium.

## Sitemap

The website has been designed to cater to the specific needs of a few distinct types of visitors, as outlined in the sitemap of Figure 2:



**Figure 2:**  
**Project EMPOWER website's sitemap**



### General visitors

This section of the website provides a comprehensive overview of the project, presented in a clear and easy-to-understand format for visitors who may not have a background in academia. This is intended to increase public awareness and understanding of the benefits of the project and its impact on society. The information provided includes a summary of the project's goals and objectives, an overview of the research and development process, and a summary of the results and outcomes. Additionally, this section includes multimedia elements such as images, videos, and infographics to make the information more engaging and accessible to a wide range of visitors.

### Researchers and scientists

This part of the website provides in-depth scientific information about the research carried out within the project. It includes detailed descriptions of the research methods and findings, as well as downloadable versions of scientific documents such as publications and deliverables.

The information provided in this section is intended for a more technical and academic audience and is intended to be a valuable resource for researchers, students, and other members of the scientific community.

### Partners

This section of the website provides information about the partners of the consortium, including a short description of each partner and their contact details. Each partner's page includes information such as the partner's name, location, and a brief overview of their area of expertise. Additionally, the page also includes contact information, such as the partner's website, and email. This section of the website allows visitors to better understand the consortium and its partners, which will help them make connections and collaborations.



Each of these visitor types will have a tailored user experience, with specific pages and features designed to meet their needs and provide a seamless browsing experience.

### Landing page preliminary view

The main page of the website (Figure 3) is designed to be user-friendly and easy to navigate. It features a navigation bar at the top of the page, which includes a drop-down menu that covers all the sections of the website. This allows visitors to access the information quickly and easily they need.

The main page also includes a banner that prominently displays the project's logo, registered project number, and a short description of the project. This provides visitors with a clear and concise overview of the project and helps them understand its purpose and goals.

Additionally, the main page features a call-to-action (CTA) button that directs visitors to take a specific action, in this case directing the users towards the Project Details. This encourages visitors to engage with the website and take the next step towards learning more about the project. To enhance the user experience, quick access sections have been added to the website to direct users to the specific information they are searching for.

These sections are illustrated in Figures 3.1 & 3.2 and make it easy for visitors to find the information they need without having to browse through the entire website.

A "Latest News" section has been added right below the main header of the website, which will contain the latest content and updates from Project Empower. This will keep the visitors informed and up to date with the project's progress and developments.

To further increase the public's awareness of the project's activity, a multimedia slider has been integrated into the website, which is directly linked to the project's social media platforms.

This feature automatically updates the images in the slider as soon as new content is posted, keeping visitors informed in real time. Additionally, a Newsletter section (Figure 3.3) has been implemented on the landing page. The Newsletter has been created with Mail Relay service:

<https://project-empower.ipzmarketing.com/f/RnuT1u6FkYM>

The main goal of this feature is to slowly create a community and use its database to send newsletters with the latest updates, news, and releases. This will keep visitors informed and engaged with the project and its developments.

Overall, the main page of the website is designed to provide visitors with easy access to all the information they need, in a clean and user-friendly format, while at the same time highlighting the most important aspects of the project.



Co-funded by  
the European Union



Figure 3:  
Landing page preliminary view

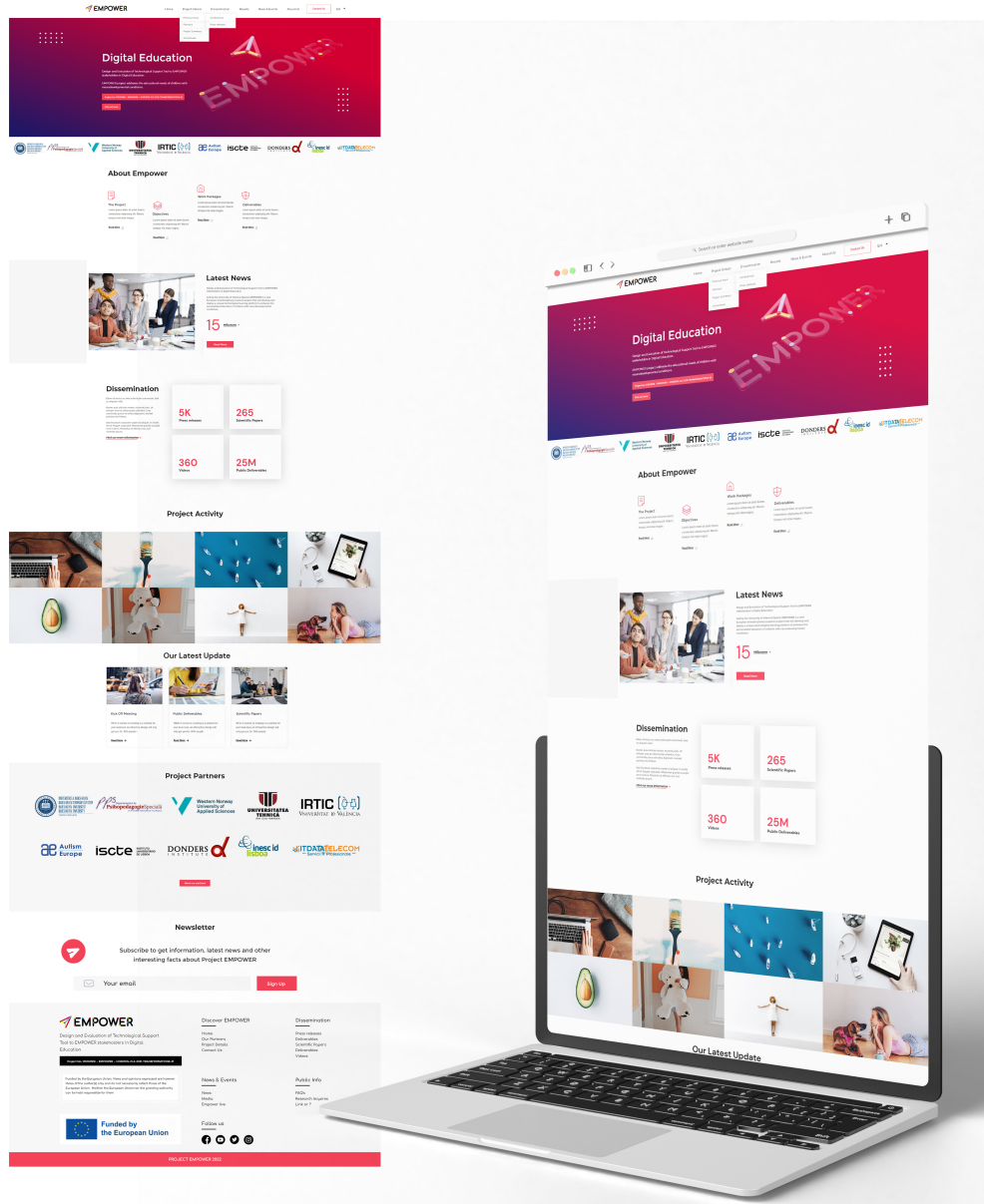
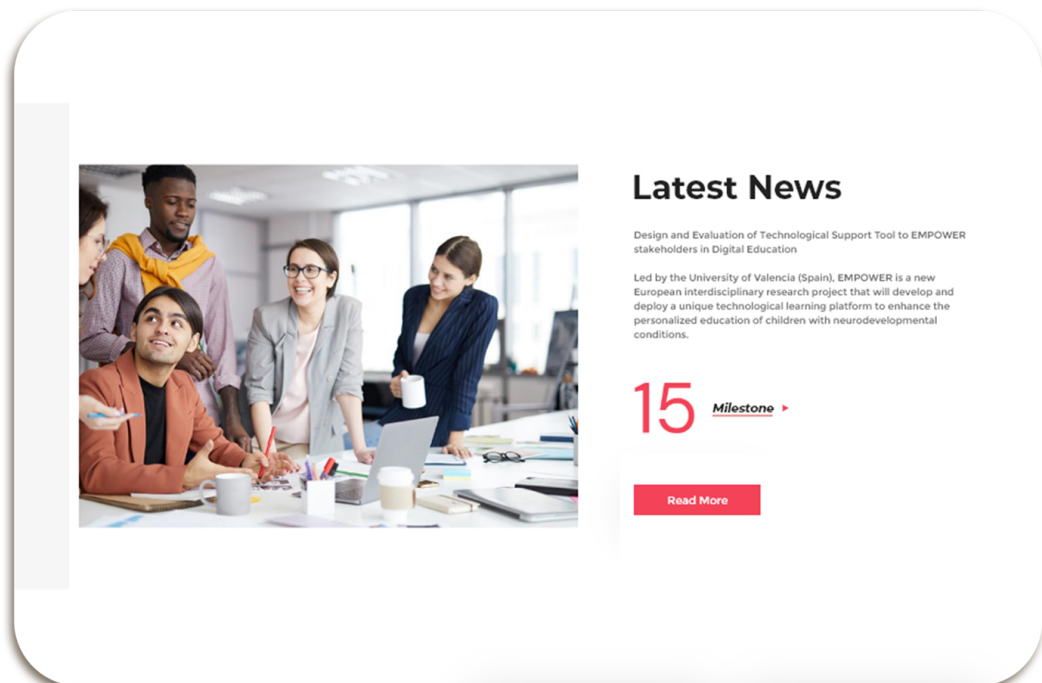
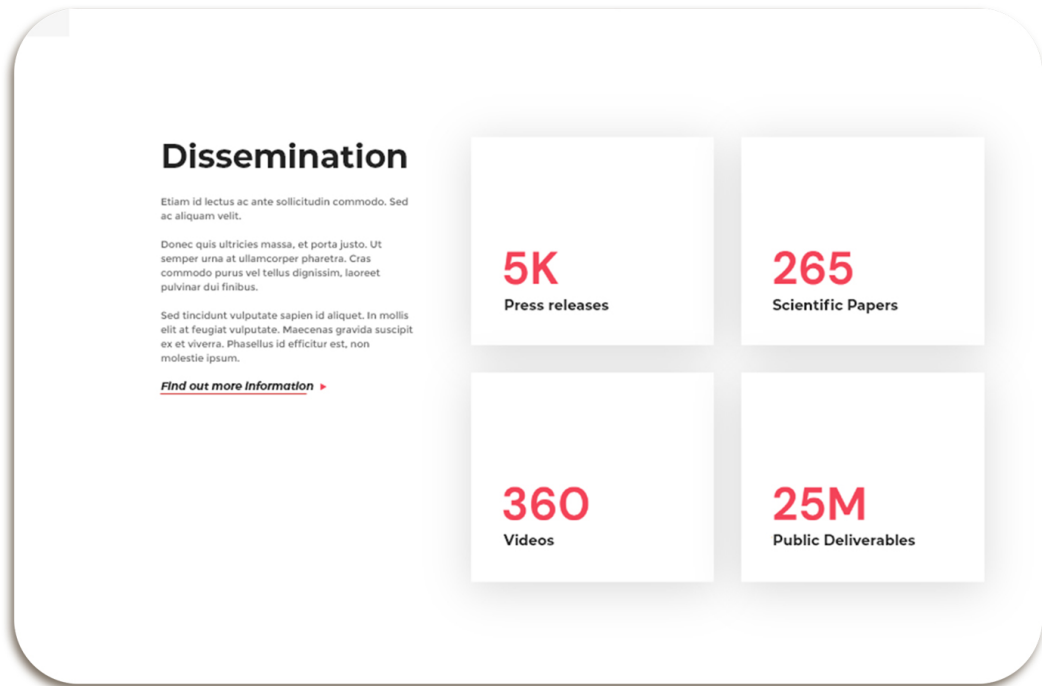




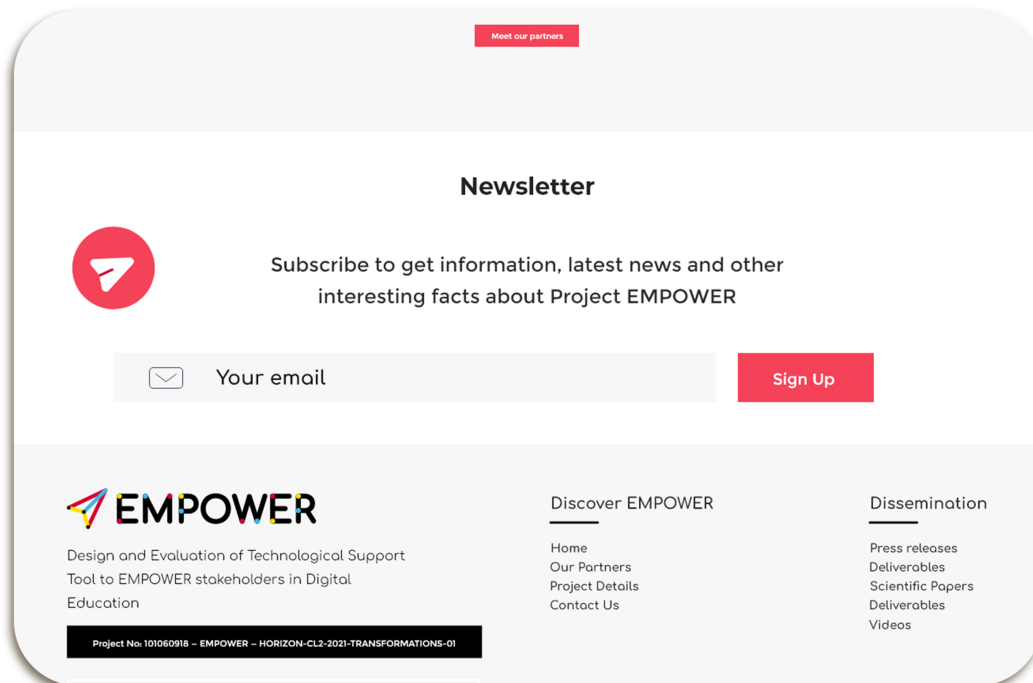
Figure 3.1 & 3.2:  
Quick access sections







**Figure 3.3:**  
**Newsletter section**



To make it easy for visitors to reach out and connect with the project, contact information for email and social networks is prominently displayed in the website headers and footers. This includes links to the project's social media accounts and an email contact form for visitors to use to send inquiries or requests for more information.

Ensuring that the website is cross-platform compatible is also a crucial aspect of the design, as it ensures that the website can be accessed and used on a wide range of devices and browsers. It is important to ensure that all images used on the website are copyrighted and used with permission. This is to avoid any legal issues or copyright infringement. We ensure that all images used on the website are properly licensed and have been obtained from legal sources. Additionally, we will also include a disclaimer on the website to inform visitors that all images used on the website are copyrighted and cannot be used without permission.

In addition to the design of the website, our work includes search engine optimization (SEO) to improve the website's visibility and ranking on search engines. This is done by optimizing the website's content and structure to make it more search-engine friendly, and by building backlinks to the website to increase its authority.

Security is also a top priority for the website, and we implemented a range of security features to protect the website from common threats such as hacking and attacks. These include automated backups, firewalls, and measures to protect against SQL injection and cross-site scripting attacks.



## Social media accounts

Nowadays, social media is an established tool for popularising programmes, projects, and campaigns within the framework of the European Union, due to its capacity for increasing engagement exponentially and quickly. Social Media helps reach a new audience and establish strong communities to build and strengthen relationships.

The goals of this strategy are to develop links with stakeholders and to inform them and the public about the latest news from the project. This strategy will be implemented via the Facebook accounts or pages of all the partners, their Twitter accounts, LinkedIn, Instagram, etc. Despite AE having the leading role in disseminating content via social media, all partners should contribute to increasing impact at local and national levels.

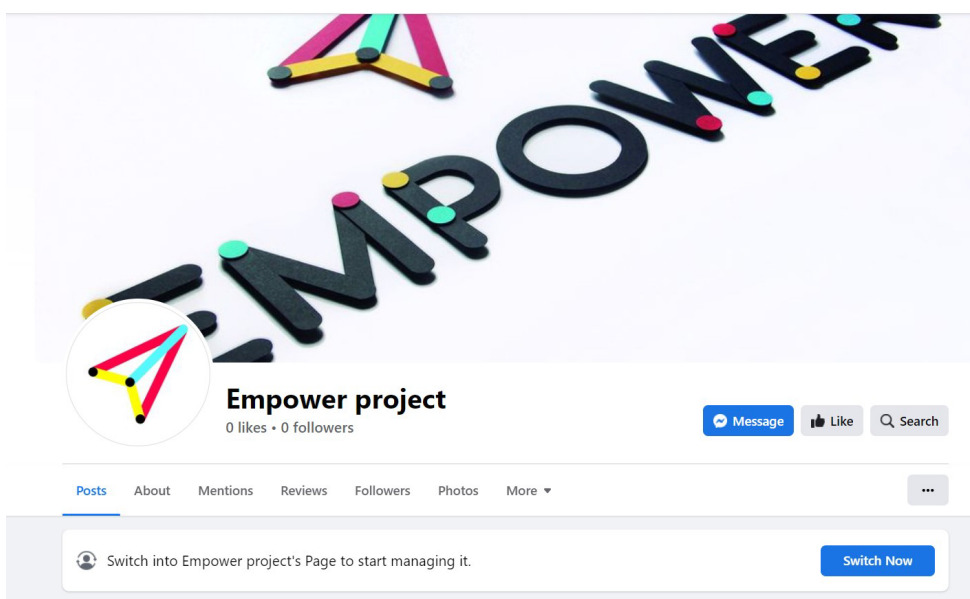
Specific Social Media networks (Facebook page, Twitter, LinkedIn, and Instagram accounts) will be created for the project and will be used, together with the partners' existing networks. Key partners and contact groups will be identified to update and address content.

### Facebook

Facebook is an online social networking service where, after registering to use the site, users can create a user profile, add other users as "friends", exchange messages, post status updates and photos, share videos, use various apps, and receive notifications when others update their profiles.

All social media channels of EMPOWER will respect the visual identity of the project, for example using the symbol as a profile picture. This will help the public easily identify the project on different social media networks. Facebook is a great network to target local and national associations of autistic people and parents, as well as education centres and other professionals.

Figure 3.4 Facebook page



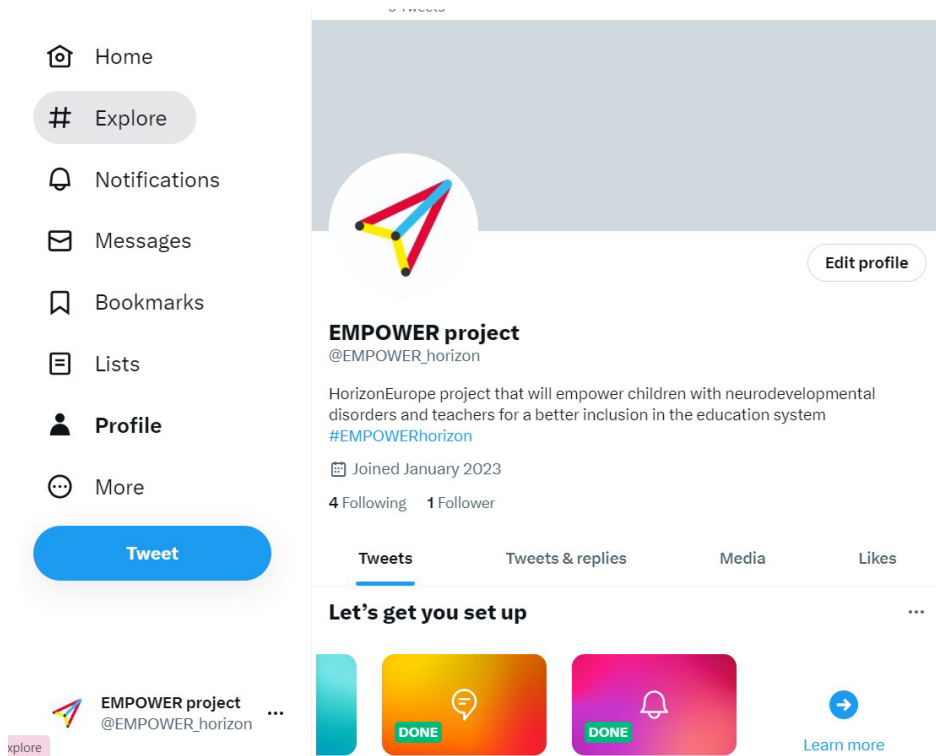


## Twitter

Twitter is an online social networking service that enables users to send and read short 140-character messages called "tweets", although this has been made more flexible over time. Partners will use #EMPOWERhorizon when sharing posts about the activities and updates connected to the project.

Twitter is the online place where EMPOWER will target policymakers, European institutions, researchers, and other organisations potentially interested in the project.

Figure 3.5 Twitter account



## Instagram

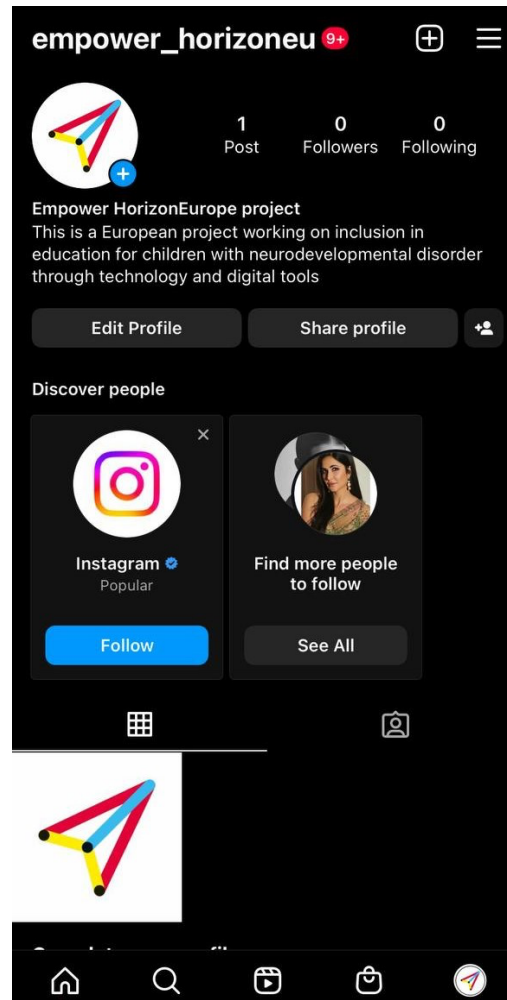
Instagram is a free photo and video-sharing app. People can upload photos or videos and share them with their followers or with a select group of friends. They can also view, comment and like posts shared by their friends on Instagram. Like Facebook or Twitter, everyone who creates an Instagram account has a profile and a news feed.

Across the globe, there are over 800 million Instagrammers — more than 500 millions of whom use Instagram every single day, sharing more than 250 million piece of content each day.



EMPOWER will focus on relevant visual material for Instagram about meetings, activities related to the project's development, graphics, etc. In this social media channel, it will be useful to also use the hashtag #EMPOWERhorizon to easily track and find EMPOWER's activities.

**Figure 3.6:**  
Instagram account



## LinkedIn

This channel will be mainly used to target researchers, universities and organizations that may be potentially interested in the project. Also, publishing articles in the new Blog section of LinkedIn will be interesting.

These social media channels allow EMPOWER to share more professional and technical material, accompanied by graphics, infographics or another visual tool that facilitates the understanding of the content.



Figure 3.7:  
LinkedIn profile

