



The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100



## DELIVERABLE D.D1.2.5 Social Media (Setup and Design)

PROJECT NUMBER	LIFE19 ENV/GR/000100
PROJECT TITLE	InnoVative photocatalytic paintS for healthy enviroNment and eNergy Saving
PROJECT ACRONYM	VISIONS
ACTION	D.1 Networking with Other Projects and Dissemination Planning & Execution
SUB-ACTION	D1.2 Dissemination Planning & Execution
DELIVERABLE	D.D1.2.5 Social Media (Setup and Design)
BENEFICIARY	Michopoulos I. & Ch. G.P. (EVOLUTION)
DATE	30/11/2020

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## **EXECUTIVE SUMMARY**

The VISIONS project aims at upscaling innovative photocatalytic paint, improving the quality of the indoor environment while it will enable significant energy savings in buildings.

The objective of the deliverable D.D1.2.4 is to present the LIFE VISIONS' project website developed as a main dissemination tool in order to provide regular, up-to-date releases of information on project results.

EVOLUTION undertook the setup and design of project's social media accounts and specially the setup of the twitter account and the facebook page.

## 1. Introduction

This document is the deliverable “D.D1.2.5 Social Media (Setup and Design)” of the EU-funded project VISIONS, describing the setup and design of the project social media accounts, which will be a basic dissemination tool to reach each target audience.

### 1.1.Purpose of this document

Social media, as referred above, will be used as a distribution channel, aiming to reach both public experts target groups. They will be used for disseminating the project’s results. This include both representation across different social platforms and involving user feedback from the general public. The purpose of the dissemination elements is to use them widely for VISIONS advertisement, through newsletters, press releases, events attendance and other means of dissemination. Social media is a driving force to ensure reaching the largest audience possible.

### 1.2.Structure of this document

The document is arranged into two main sections.

Section 1 of the document introduces the VISIONS project and explains the purpose of this document.

Section 2 presents the setup of the social media accounts of the project.

### 1.3.Glossary

EU	European Union
FB	Facebook
GA	Grand Agreement

### 1.4.List of Beneficiaries

NCSR	National Center for Scientific Research DEMOKRITOS
AUTH	ARISTOTELIO PANEPISTIMIO THESSALONIKIS (Aristotle University of Thessaloniki – Special Account of Research Funds)
EVOLUTION	Michopoulos I. & Ch. G.P.
FORTH	Foundation of Research and Technology - Hellas

VITEX	YANNIDIS BROTHERS S.A. – INDUSTRIAL – COMMERCIAL – CHEMICAL –TECHNICAL AND HOTEL BUSINESS COMPANY HERMES
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## 2. Social media setup

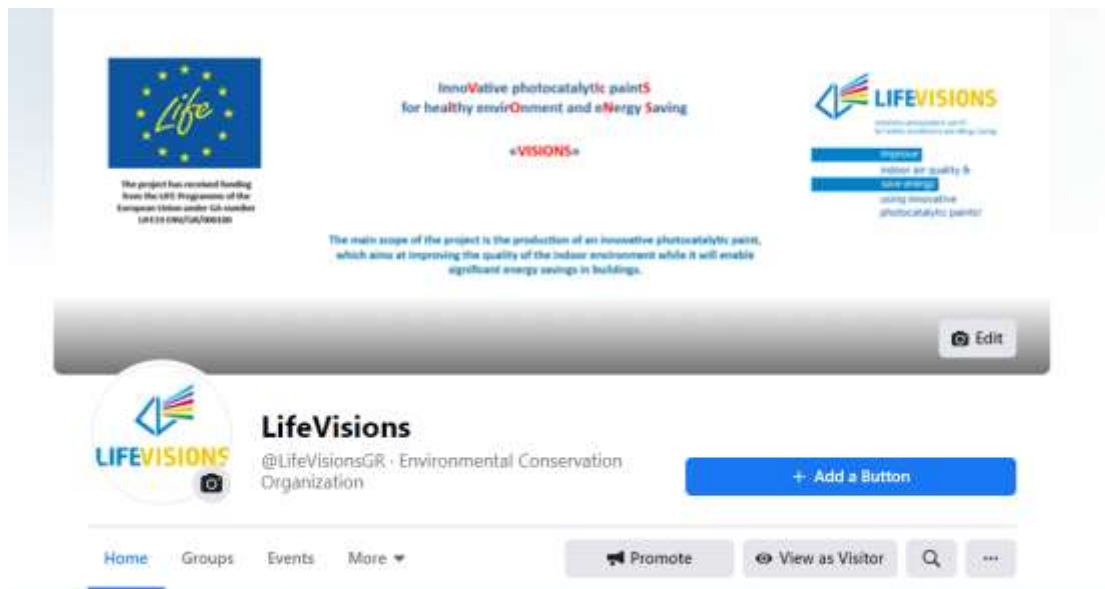
### 2.1. General information

The intervention on social media takes into account three main different audience groups: General Public, Academia, Managers of Businesses in the building sector and Energy inspectors. During the publishing consequently specific channels will be created, diversify the information release (e.g. social vs scientific events), use different registries (sensitive approach, lay language, scientific language). All the project partners will be engaged in social network dissemination activities and will collaborate to animate these profiles with periodic posts.

The development of the presence on social networking platforms, Twitter and Facebook is presented below.

### 2.2. LIFE VISIONS Facebook page

The project Facebook page is available as [LifeVisions](https://www.facebook.com/LifeVisions). (@LifeVisionsGR)



*Figure 1 – LIFE VISIONS Facebook page*

The FB page will be used to engage citizens, create a network using a common language. Facebook account will be more active at a later stage once more concrete

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information is able to be disseminated, as Facebook usually requires more detailed posts.

Facebook page will be used to continue outreach to stakeholders and the general public. The content will be fed from the growing content on the project's website, which will host all information on the project, the consortium and all the work being done over the next 3 years.

The full version of project logo is used as the profile picture of FB page, while the banner presented on figure 2 is used as cover page, which contains the acronym and title of the project.



*Figure 2 – Cover page*

The project logo



and the LIFE logo



are also displayed, accompanied with the refer on the receiving funding from the LIFE programme: *The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100*“.

### 2.3. LIFE VISIONS Twitter account

The project Twitter account is available as [@LifeVisionsGR](https://twitter.com/LifeVisionsGR), (@gr\_visions)

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*Figure 3 – LIFE VISIONS Twitter*

The VISIONS Twitter account will be used to post comments and news about the achievements of the project, and also to promote the project's reports and events.

Through Twitter account, the project will both communicate and disseminate work being done within the project. This includes the announcement of updates during the project, information on the work being carried out by each partner, announcement of congresses/events/seminars and lastly, the dissemination of the work produced.

The content on Twitter account will be a mixture of project news announcements (linked to more detailed announcements on the project website), updates on activities the project is involved in or being showcased at, as well as relevant interaction such as 'retweets' (sharing) of posts by project partners or stakeholders of interest.

The VISIONS social media team will invite all members of the consortium, as well as stakeholders interested in the projects, to engage with the account, share updates and increase coverage and traffic to the VISIONS Twitter account by addressing Tweets to the attention of the account by including the appropriate tag in their Tweets and/or by using relevant hashtags. In particular, re-tweeting of posts from the organizational profiles of the partners will allow fostering the visibility of the project tweets among the consolidated network of followers of the partners' organizations.

The content will be fed from the growing content on the project's website, which will host all information on the project, the consortium and all the work being done over the next 3 years.

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The full version of project logo is used as the profile picture of Twitter account, while the banner presented on figure 4 is used as cover page, which contains the acronym and title of the project.



*Figure 4 – Cover page*

The project logo



and the LIFE logo



are also displayed, accompanied with the refer on the receiving funding from the LIFE programme: *The project has received funding from the LIFE Programme of the European Union under GA number LIFE19 ENV/GR/000100*“.