TRESCA

Trustworthy, Reliable and Engaging Scientific Communication Approaches

Project website, social media accounts, and other communication channels

PROJECT DESCRIPTION

Acronym: **TRESCA**

Title: Trustworthy, Reliable and Engaging Scientific Communication Approaches

Coordinator: Erasmus University Rotterdam

Reference: 872855

Type: Research and Innovation Action (HORIZON 2020)

Program: Science with and for Society (SwafS)

Theme: (Science) Communication

Start: 01.01.2020

Duration: 28 months

Website: https://trescaproject.eu

E-Mail: tresca@eur.nl

Consortium: **Erasmus University Rotterdam,** The Netherlands (EUR), Coordinator

Agencia Estatal Consejo Superior de Investigaciones Científicas, Spain (CSIC)

Observa Science in Society, Italy (OBS)

Zentrum Für Soziale Innovation GMBH, Austria (ZSI)

Science Business Publishing Limited, United Kingdom (SBIZ)

In a Nutshell, Kurzgesagt GmbH, Germany (KURZ)

TRESCA

DELIVERABLE DESCRIPTION

Number:	**D6.1**
Title:	**Project website, social media accounts, and other communication channels**
Lead beneficiary:	**EUR**
Work package:	WP6
Dissemination level:	Public (PU)
Type	Other
Due date:	31.03.2020 (planned)
	30.04.2020 (COVID-19 Disruption)
Submission date:	30.04.2020
Authors:	**Tessa Oomen,** EUR
	Palesa Mashigo, EUR
	Kamile Grusauskaite, EUR
Contributors:	**Jenny Ching-Wei Lee,** SBP
	Jason Pridmore, EUR

Disclaimer: The content of this publication is the sole responsibility of the authors and does not in any way represent the view of the European Commission or its services.

�TRESCA

TABLE OF CONTENTS

EXECUTIVE SUMMARY

The TRESCA project works towards and conducts research on "Trustworthy, Reliable and Engaging Scientific Communication Approaches". In order to disseminate project-related research and findings to a broad audience of scientists, journalists, policy makers, and indirectly (EU) citizens, the consortium has developed a project website and social media account to reach its target audience. The TRESCA project has developed a uniform project identity or branding in order to maintain a recognisable and professional image. The project identity will be applied to all project communication outlets, when possible. The selection for project font and colours was also incorporated in the design of the project logo.

The main communication channel for the TRESCA project is the website. The TRESCA project website will be updated on a monthly basis with information and/or blog posts featuring progress made by the project. WordPress has been selected as the platform for the development of the website for the TRESCA project, due to its flexibility, user-friendly nature, and its wide range of possibilities. One of TRESCA's main communication channels that is facilitated by the website is the Blog. Blog posts will highlight key societal observations in relation to the TRESCA project, as well as project developments and results. All partners will contribute to the blog, as authors and/or reviewers.

A strong social media presence enables to consortium to make contact with the project's target audience, share its own research outcomes, and remain aware of relevant developments surrounding social media use and science communication. Twitter was identified as the most important medium to create a strong presence on for the project. The name and handle - TrustSocialScience and @TrustSocialSci – reflect the aims of the project and is a message in itself, a 'call to action' for trust in social science research. In addition to the project's official social media accounts, consortium members will share project output through their organisations' social media accounts, particularly consortium members Science|Business and Kurzgesagt have a large audience that the TRESCA project now has access to. Currently, the project has no dedicated accounts on social media platforms besides Twitter, but other platforms such as LinkedIn, Facebook and Medium are considered for future implementation. These social media accounts (e.g. LinkedIn, YouTube) may be set up at a later stage, depending on emerging needs for stakeholder mobilisation.

Finally, now that the website has been launched, connections with running EU-funded projects, international or national research projects can be made, so that these projects can be invited to create a post for the TRESCA blog. This increases the synergies with other projects and will help generate traffic to the project website.

TABLE OF FIGURES

1 INTRODUCTION

The TRESCA project works towards and conducts research on "Trustworthy, Reliable and Engaging Scientific Communication Approaches". In order to disseminate project-related research and findings to a broad audience of scientists, journalists, policy makers, and indirectly (EU) citizens, the consortium has developed a project website and social media accounts.

This report is intended as an explanation the main outcomes of D6.1, the project website social media accounts, and other communication channels. It presents the development and aim of main digital resources and communication channels of the project. The details described in this report relate to all project outcomes, as it includes project identity, such as fonts and colours, and the logo. Each of these elements will be incorporated in all project outputs to generate a strong presence online.

By developing a dedicated project website, stakeholders and interested parties will be able to inform themselves about the TRESCA project, its aims and the consortium. Further, the blog section serves as a channel to report on project outcomes.

A strong social media presence enables to consortium to make contact with the project's target audience, share its own research outcomes, and remain aware of relevant developments surrounding social media use and science communication.

This report continues in chapter 2 by describing the project identity. Chapter 3 consists of the website development and includes screenshots of each page. In chapter 4, the strategy for developing a strong social media presence is described. The strategy is based on a dedicated project social media presence, as well as the support from the consortium members. This chapter also contains a list of potential future social media to integrate in the strategy. Finally, the report ends with a concluding chapter, highlighting the outcomes of the work, the limitations and lessons learned, as well as an identification of opportunities.

2 PROJECT IDENTITY

The TRESCA project has developed a uniform project identity in order to maintain a recognisable and professional image. This chapter describes key elements of the project identity, such as the project fonts and colours, as well as the development of the logo.

2.1 Project fonts and colours

Together with partner Kurzgesagt, the consortium has developed a project identity and stylebook which is available for all partners on the shared Google Drive. The project identity will be applied to all project communication outlets, when possible. For example, deliverable reports such as this one and other project communications will incorporate project identity in the design. However, social media channels do not usually allow for particular fonts. For these outlets, the logo and project colours will be incorporated strategically.

The fonts Merriweather and Open Sans were selected project fonts for all reports and written communications. Merriweather is a serif font with a distinct personality. It is reminiscent of news headlines of traditional papers without being too fragile. This font is used for headings in reports. Open Sans is a simple yet modern typeface that is ideal for use on digital media, such as the website and blog. Both fonts are available to download for free via Google's font webpage (see https://fonts.google.com/). The intention behind the fonts was to reflect the project identity – openness with a strong sense of trustworthy information.

The colours that were selected for the TRESCA project are a warm shade of orange and dark blue. Orange and blue are complementary colours. The combination offers a good contrast, where the orange pops against the dark blue background, without losing a sense of harmony in the design. The choice for dark blue was purposeful, as seemingly almost black, the shade gives an unexpected depth to our communications. As an added advantage, the particular shades of orange and blue of the TRESCA project's identity were selected based on consortium partner Kurzgesagt's animation style and use of colour, as can be seen by visiting their YouTube channel (https://www.youtube.com/user/Kurzgesagt). One of the project outputs is a science communication video, which will be animated and designed by Kurzgesagt. By selecting this set of colours, Kurzgesagt will maintain a consistent flow of their brand. In order to guarantee recognition of the TRESCA project, the TRESCA logo (see next) will be incorporated.

Project website, social media accounts, and other communication channels

2.2 Logo design

The selection for project font and colours was also incorporated in the design of the project logo. Kurzgesagt finalised the design after several conversations amongst the consortium members.

The approach to developing the project logo focused on the core objectives and focus areas of the TRESCA project. First, the project delivers in-depth research. Second, a key element of the subject relates to the sharing of (fake) news through digital platforms. The research element of the project is signified by the loop, while the sharing element is signified with the sharing icon that is common on websites and social media platforms. How these elements were brought together in the project logo is shown in figures 1 and 2. Figure 3 shows the logo for dark backgrounds.

Figure 1: TRESCA logo elements

Figure 2: TRESCA logo

Figure 3: TRESCA logo dark

Project website, social media accounts, and other communication channels

The logo incorporates key project identity features. It also encompasses the project aims and core objectives, while maintaining a clean look. How the logo and project identity is incorporated into the project website and social media channels is shown in the upcoming chapters of this report.

3 PROJECT WEBSITE

The main communication channel for the TRESCA project is the website. The TRESCA project website will be updated on a monthly basis with information and/or blog posts featuring progress made by the project. This can include (but is not limited to) project press releases or storytelling of an aspect of the project, may it be a summary of a recent consortium meeting, the current stage of research being carried out, preliminary and final results, interviews of research staff, or anecdotes. All consortium partners will be involved at one stage or another on this content creation. The website is based on a WordPress theme.

3.1 WordPress and the MetaMax theme

WordPress has been selected as the platform for the development of the website for the TRESCA project for a number of reasons. First, WordPress is flexible and adaptable to changing needs. Since its initial release in 2003, WordPress has undergone continuous development adapting to users' needs. For instance, social media widgets, the possibility of hosting video and images, are some of the updates the platform has introduced. In this light, WordPress is a reliable and practical choice for hosting the website. In line with the project goals and focus, the TRESCA website and its associated communication channels should remain up to date as well as allow for visual communications in today's digital environment. Therefore, a platform that caters to these needs was essential to the project.

WordPress is a user-friendly platform which allows several users to manage the website at the same time. Its collaborative and agreeable nature was one of the motives for the choice of the platform. Further, the platform offers a line of innovative customisable themes. Not only did this allow the consortium to find a fitting, clean theme that would put TRESCA's content at the centre, but the option to customize the theme allowed the consortium to adjust the theme to fit and be consistent with the project's identity. Moreover, WordPress offers a line of plugins, like contact forms, image slides and more, extending the website's functionality.

Lastly, one of the functions that TRESCA aimed for in the website was a blog. WordPress sites have built-in blog functionality, that is both easy to use and comes with various design options and functionalities.

TRESCA's website uses WordPress's MetaMax theme. MetaMax is a clean, visual, yet content-focused theme that allows to easily customize website features like footer, header, menu's, website colours and content. The theme is appropriate for various causes such as businesses, projects and more.

3.2 Website development process

The website was developed by TRESCA partner EUR. However, all consortium partners contributed in terms of feedback, making the website a collaborative effort. The website development went through several stages. First (1), the hosting platform and website development platform have been selected, of which the outcomes were described previously. The host was linked to the website's domain name: http://trescaproject.eu/. Second, (2) the website's theme was set and customized to suit the projects' identity (project colours, typography and so forth). Third, (3) essential pages for the website were determined. These pages include a **home page**, an **about page**, a **consortium page**, a **blog page** and a **contact page**. Also, a privacy policy page was added to appear after having clicked on a link in the footer. Fourth, (4) the content for the website had to be prepared. This task included summarising consortium partner organisations, contextualising work packages, and preparing the first blog post. Finally, (5) icons and images were prepared to visualize the website's content in a clear and attractive manner. Both open source material and original illustrations were used in the development of the visuals for the website.

3.2.1 Home page

The homepage is the landing page of the project. The page was designed in a way to provide a clear overview of the page and available content in one instance. As shown in Figure 4 below, the website applies the project identity elements, and the logo is clearly visible.
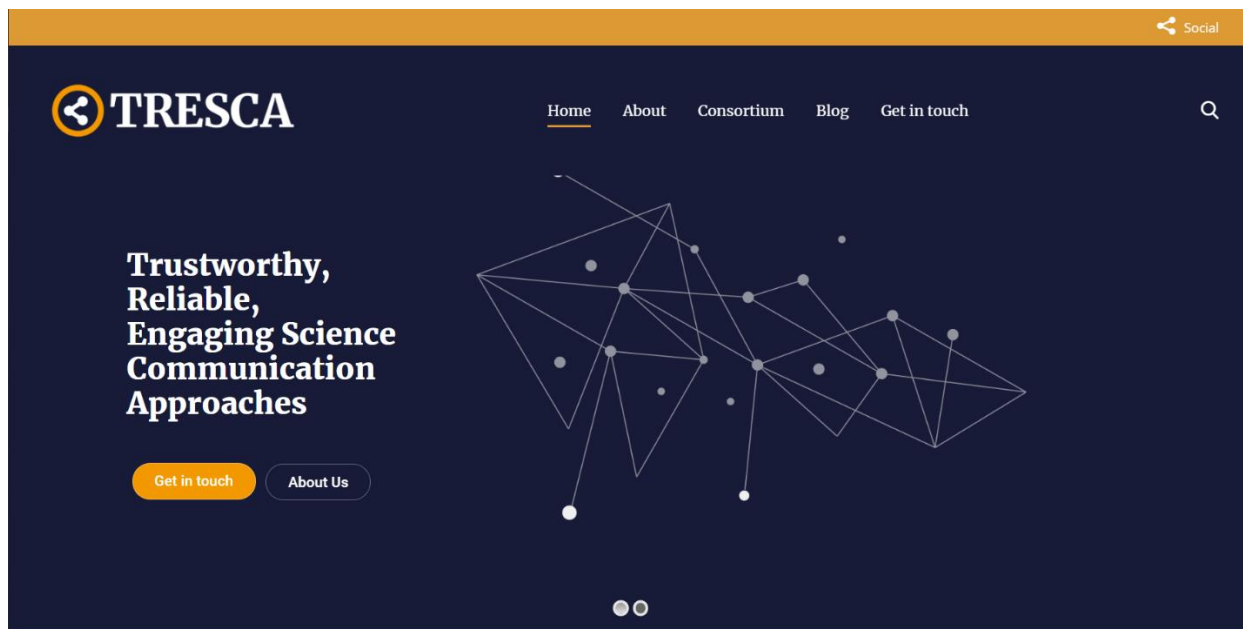

Figure 4: Home page first section

After scrolling down, the website visitor can see a summary of the project's design, aims and focus. See Figure 5 for a screen capture of this section of the page. As can also be seen in this figure, the icons visualise the core message of the summaries included here.

Figure 5: Home page second section

Each page has the same footer element, as shown in Figure 6 below. In this footer, webpage visitors can choose to navigate to the top (the orange hexagon with the arrow). The visitor is also notified of the fact that the project is financed under the Horizon 2020 funding scheme. There are also quick links to the privacy policy, the about page and the contact page.
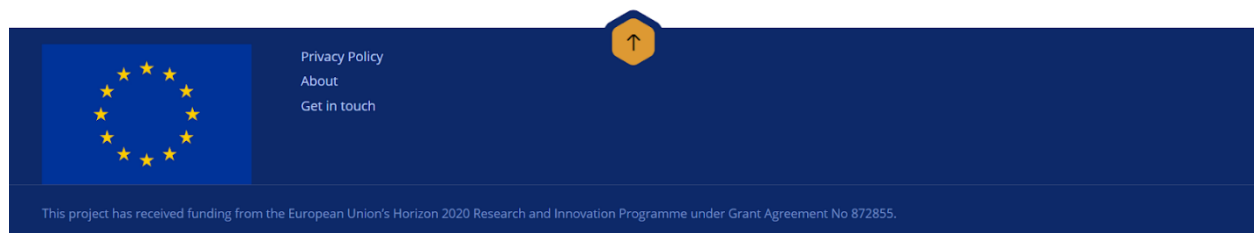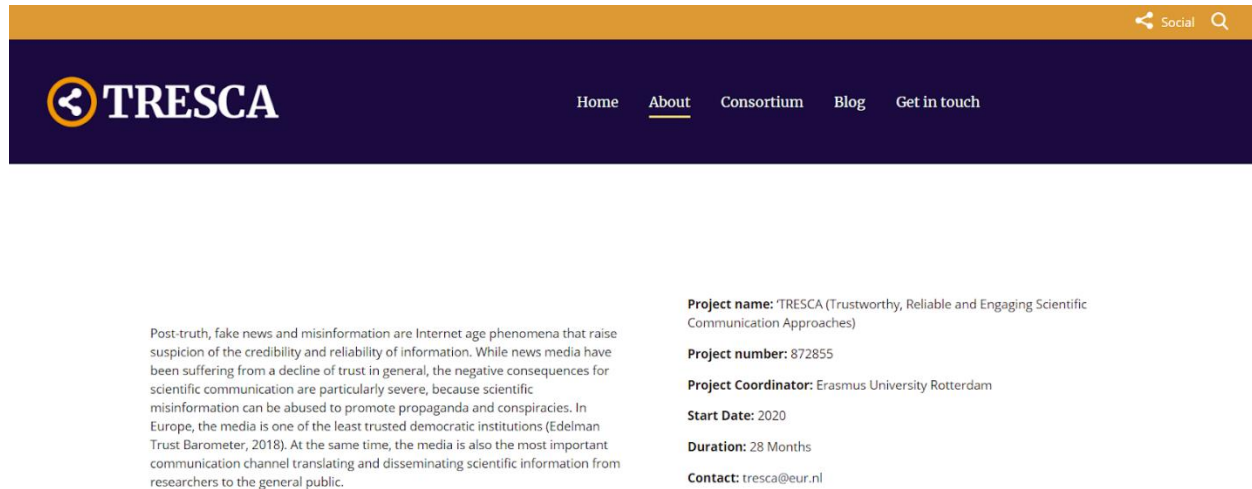

Figure 6: Webpage footer

3.2.2   About page

On the about page, website visitors gain deeper insight into the project, its aims, and the way it is structured into work packages.

Project website, social media accounts, and other communication channels

In Figure 7, the top part of the about page is shown. This section of the page contains the project background and official details.

Post-truth, fake news and misinformation are Internet age phenomena that raise suspicion of the credibility and reliability of information. While news media have been suffering from a decline of trust in general, the negative consequences for scientific communication are particularly severe, because scientific misinformation can be abused to promote propaganda and conspiracies. In Europe, the media is one of the least trusted democratic institutions (Edelman Trust Barometer, 2018). At the same time, the media is also the most important communication channel translating and disseminating scientific information from researchers to the general public.

Project name: 'TRESCA (Trustworthy, Reliable and Engaging Scientific Communication Approaches)

Project number: 872855

Project Coordinator: Erasmus University Rotterdam

Start Date: 2020
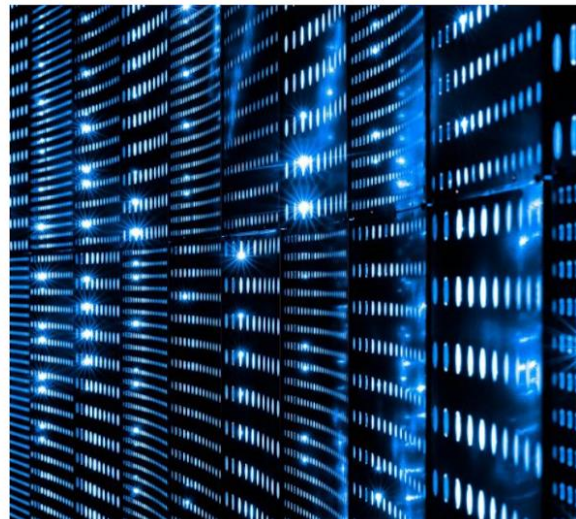
Duration: 28 Months

Contact: tresca@eur.nl

Figure 7: Project details on the about page

After this, the page continues to describe the TRESCA's project approach and main topics of interest, as shown in Figure 8. Which is followed by a summary of the objectives and aims, as seen in Figure 9.

Approach

The project centers around the communication of findings from the Social Sciences and Humanities (SSH) research related to Science, Technology, Engineering and Mathematics (STEM) developments around digitalisation. Digital devices and services increasingly permeate people's everyday life, which is why TRESCA relies on visual communications to empower and inform people with knowledge to thrive in today's digital environment.

Three key societal developments are at the centre of TRESCA: misinformation and digital safety, environmental health, and automation and the future of skills and work. During the project, three key tools will be developed: a tested and assessed animated science communication video, a prototype of a misinformation widget working on encrypted communication channels to help identify trustworthy sources, and a Massive Open Online Course (MOOC) for scientists, journalists and policy makers to learn how to best facilitate reliable and trustworthy science communication.

Figure 8: Project approach on the about page

Project website, social media accounts, and other communication channels

Figure 9: Project objectives on the about page

The about page concludes with a summary of each of the Work Packages that encompass all the work that is planned for the TRESCA project. Each WP block is a hover box. By hovering over each box, the visitor can read a summary of each WP. See Figure 10 for an example of what this looks like.
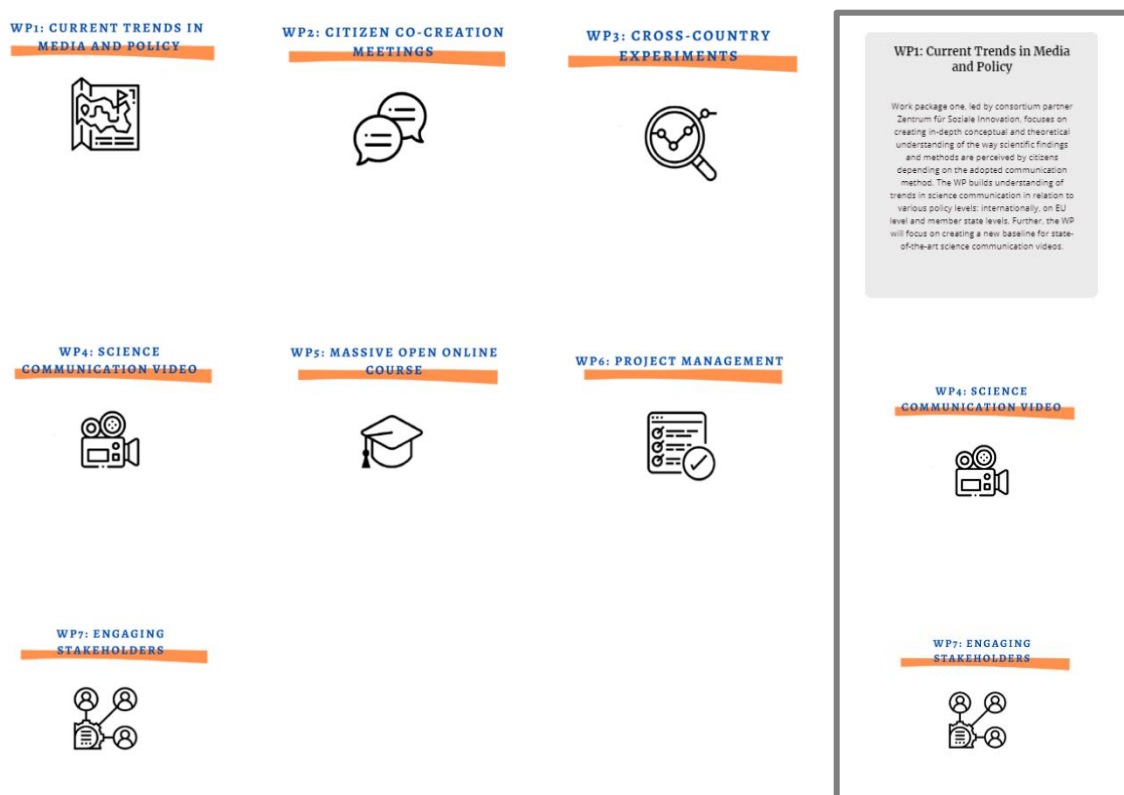
Figure 10: Work plan on the about page

Project website, social media accounts, and other communication channels

3.2.3 Consortium page

The next page is the consortium page. The page highlights the importance of having a diverse team with a variety of expertise and focus. A picture of the first physical TRESCA meeting, the kickoff meeting, which took place in January 2020, is included on this page, see Figure 11.

Figure 11: Consortium page

This section of the page is then followed by showing the individual partner organisations. The same design was implemented for the partner descriptions as was for the Work Package descriptions on the about page. Visitors can hover over each partner logo, to gain more information about the partner organisation. Each description includes a link to the partner's individual web page. For partner Kurzgesagt, a direct link to their YouTube channel is included. Figure 12 shows what this section of the consortium page looks like.
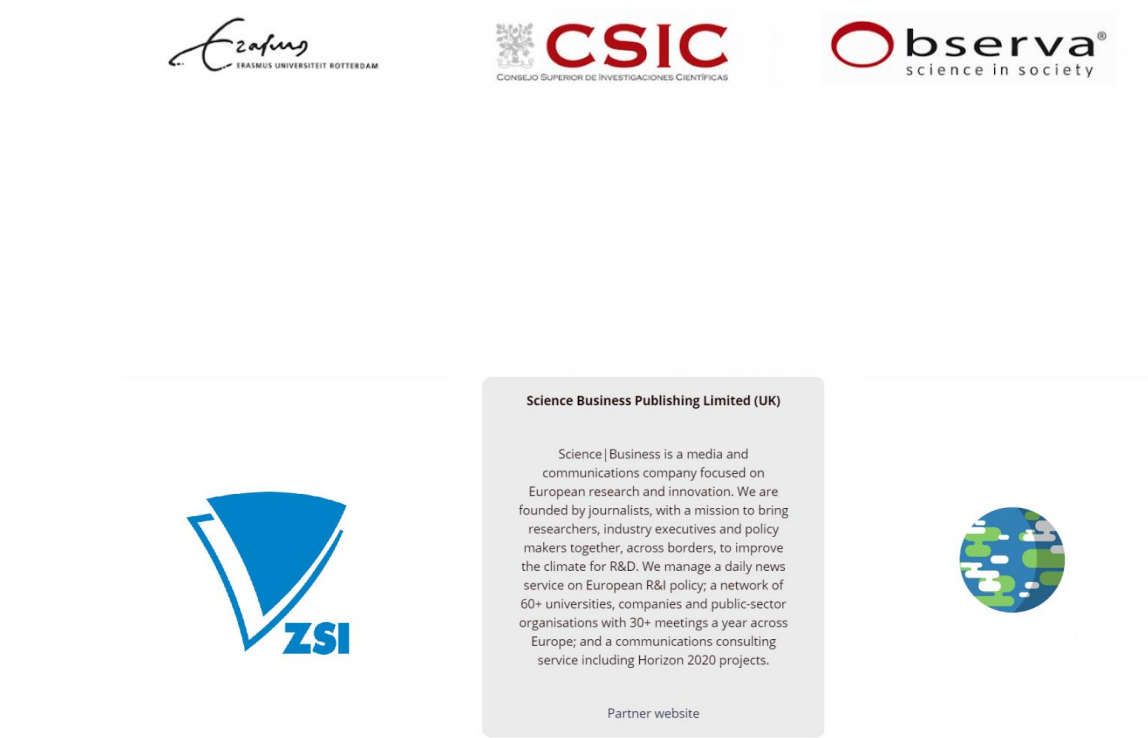
Figure 12: Partner logos and descriptions

3.2.4 Blog page

One of TRESCA's main communication channels that is facilitated by the website is the Blog. This section can be directly accessed through the main menu of the website. In Figure 13, the landing page of the blog section is shown. Figure 14 shows an excerpt of the first blog post.

Throughout the project's lifetime, more articles will be added to the blog. Blog posts will highlight key societal observations in relation to the TRESCA project, as well as project developments and results. All partners will contribute to the blog, as authors and/or reviewers.

Project website, social media accounts, and other communication channels

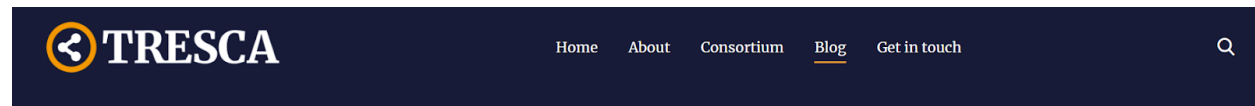*Figure 13: TRESCA blog landing page*

After China, South Korea, Iran and Italy many countries around the world have been heavily hit by the Covid-19 pandemic. Something initially perceived as a "far away" problem now presents itself as a public health crisis and national emergency for many countries in the European Union as well as for the United States.

In an effort to staunch the number of cases, many governments had to impose severe restrictions on its citizens' movements and enforce social distancing and self-isolation. Non-essential businesses have been shut down, as well as schools and universities; access to public spaces has also been limited or forbidden in most places.

This virus, that first appearedlike many others, had rapidly turned into an aggressive pandemic affecting a large amount of the population. Furthermore, authorities have been challenged in crisis and information management, as disinformation started to spread.

Restrictions on ordinary activities have forced people to move online for study and work. With increased reliance on digital technology,the incentives for malicious actors to launch phishing attacks has also increased. As well, after weeks of overflowing information on the web, social media is populated with different kinds of misinformation about SARS-CoV-2.

On February 15th 2020, during his speech at the Munich Security Conference, WHO[3] Director General – Dr Tedros Adhanom Ghebreyesus – pointed out that "[...] we're not just fighting an epidemic; we're fighting an infodemic. [...] Fake news spreads faster and more easily than this virus, and is just as dangerous. That's why we're also working with search and media companies like Facebook, Google, Pinterest, Tencent, Twitter, TikTok, YouTube and others to counter the spread of rumours and misinformation. [...] We're concerned about the levels of rumours and misinformation that are hampering the response"
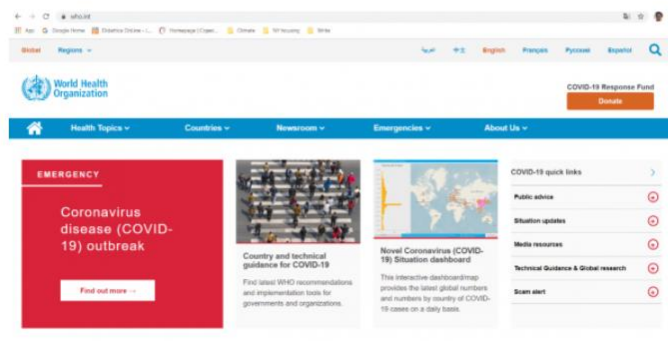
Fig.3 Homepage of WHO. All the information and latest news about COVID-19.

Figure 14: TRESCA blog excerpt

3.2.5 Contact page

The contact page provides a widget where the visitor can get in touch with the project consortium. The contact widget is shown below, in Figure 15.
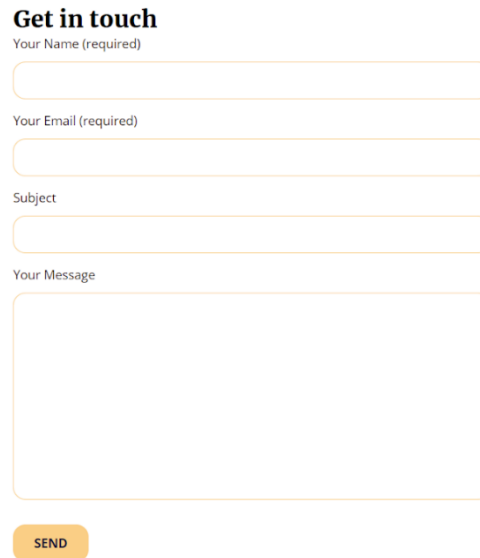
Figure 15: Contact widget

Submissions through the contact form will be sent to tresca@eur.nl, the main contact address for the project coordinator, EUR. The email address of the sender is requested in order to enable the coordinator to respond to the sender's request, question or comment. The provided email addresses will not be used in any other way, unless this is explicitly requested by the sender.

3.3 Visitor analytics

Task lead EUR is looking into options to analyse visitor statistics to gain more insight into website traffic. Points of interest for the consortium are, for example, through which channel do visitors arrive on the webpage, which path do visitors take across the website, number of unique visitors, and many more. Such statistics will be useful to improve the website and increase visibility and reach of the TRESCA project.

4 SOCIAL MEDIA PRESENCE AND STRATEGY

As stated in D6.2, recurrent content and visibility is crucial in order to raise public awareness and build a large audience. Social media are used by researchers to disseminate research but such platforms also serve as a way to connect other researchers, policymakers, journalists, and other publics (Wilkinson and Weitkamp 2013). Furthermore, sharing social news and news analyses have become as important to public policy as traditional – or 'legacy forms' – of media consumption (Dwyer and Martin 2017). A strong social media presence will therefore enable to consortium to make contact with its target audience, share its own research, and remain aware of relevant developments surrounding social media use and science communication.

Aside from the website, the TRESCA project will create a strong social media presence. This is facilitated by a two-pronged strategy. First, the TRESCA project will make use of dedicated project social media accounts. Second, communication activities are further supported by the consortium members, and each organisation's social media presence.

4.1 Twitter

Twitter was identified as the most important medium to create a strong presence on for the project. Twitter has a tendency to attract a large number of journalists, policy makers and academic researchers who connect over key issues relevant to the project. In order to foster a strong Twitter presence, the TRESCA project has created a project dedicated account that intersects with the interests of a number of key partners. The Twitter name and handle are TrustSocialScience and @TrustSocialSci due to character limit. The name and handle reflect the aims of the project and is a message in itself, a 'call to action' for trust in social science research. This choice to avoid the use of the project name, means that the Twitter profile can be used even after the project lifetime has concluded. The follower base that was built over time, the reach of the Twitter account and the impact it has, will persist for future initiatives with a similar goal to TRESCA.

The project identity elements, logo and colours are implemented on the Twitter profile. The cover image that is used on the front page of deliverable reports is incorporated on the Twitter profile as well. See Figure 16 for a screen capture of the TRESCA Twitter profile.

Project website, social media accounts, and other communication channels **TRESCA**

Figure 16: TRESCA Twitter profile

4.2 Partner social media channels

In addition to the project's official social media accounts, consortium members will share project output through their organisations' social media accounts.

4.2.1 Science|Business

The Science|Business communication channels will be the main drivers of TRESCA's online content. With 83,000 average unique pageviews per month to its website, a twice-weekly newsletter distributed to 25,000 senior research and innovation specialists and decision makers in academia, industry and public policy, and over 18,500 combined social media followers, Science|Business is the ideal platform to share TRESCA's updates. In order to maintain a strong connection to the project, the TRESCA project identity elements will be incorporated and links to the TRESCA Twitter profile and website will be included where relevant.

4.2.2 Kurzgesagt

One of the project outputs is a new science communication video, which will be based on research outcomes of project activities. The video will be developed by partner Kurzgesagt and shared through their YouTube account. Currently, their YouTube channel has 11.8 million subscribers, offering an instant large audience. To maintain a strong connection to the project, TRESCA project identity elements will be incorporated in the video.

Project website, social media accounts, and other communication channels

TRESCA

channels

4.2.3 Individual project members

Those project members who have an active online social media presence are committed to disseminate TRESCA project outcomes. In their activity on Twitter or other social media, they will actively promote and include references to TRESCA where applicable. See the selection of Twitter posts in Figure 17 below as examples.
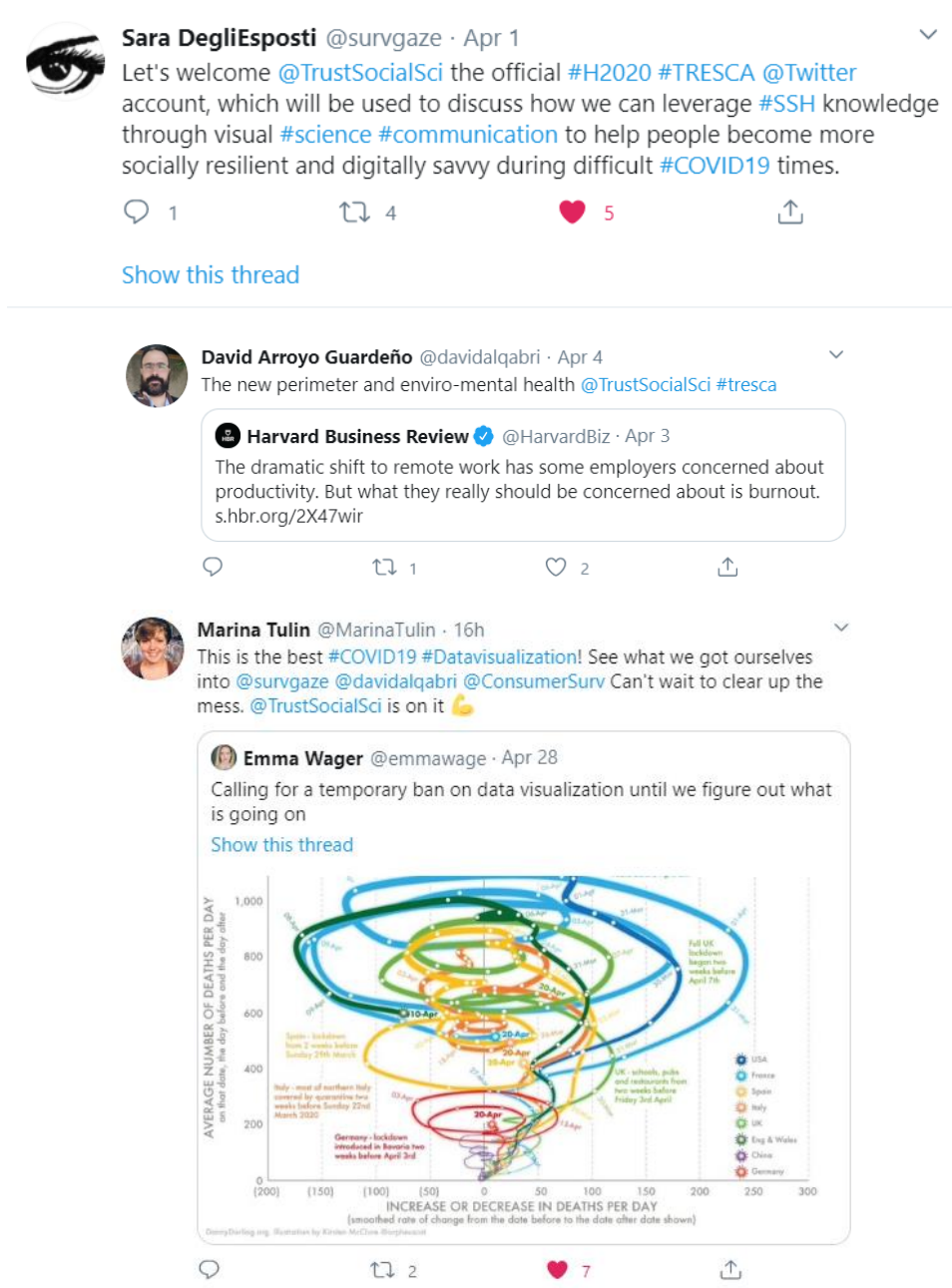
Figure 17: Selection of Twitter posts from individual project members

4.3 Potential social media channels

Currently, the project has no dedicated accounts on social media platforms besides Twitter. This section describes potential opportunities for the TRESCA project to exploit, including the potential opportunities and challenges are associated to implementing these platforms into the social media presence and strategy.

As TRESCA develops, the aim will be to broaden the project's reach by exploring the employment of various other social media platforms. In order to boost TRESCA's online presence, platforms like Facebook, LinkedIn, and Medium show potential to be considered as additional effective communication channels. In addition to TRESCA's Twitter account, these social networking sites could be deployed to magnify the impact of the project by building relationships with target audiences and relevant stakeholders, increasing the audience base and establishing the project as authoritative voice in its field.

4.3.1 LinkedIn

In order to establish TRESCA as an authoritative voice in its field, it is important to leverage its relationships with well-known partners and collaborators. This could be made possible through LinkedIn (https://www.linkedin.com/), the largest professional social network. However at present, the choice has been to focus on having partners themselves repost project information on their personal LinkedIn accounts to maintain more personal relationships with stakeholders connected to the project's professional network. Although this choice not to have an official presence on LinkedIn is not definitive, we will evaluate how the platform can be used to increase the project's visibility. The main aim of employing LinkedIn as a dissemination tool would be to establish connections with journalists and policymakers and strengthen the project's online presence within professional networks.

4.3.2 Facebook

Facebook (https://www.facebook.com/) is arguably the world's largest social networking site with an approximate number of two billion users worldwide. Considering this, the platform can be used as a powerful communication tool to reach and connect with wider audiences. The project will consider the use of a Facebook project page to increase relationships with diverse audiences and raise awareness about the project and its content. However the target audience on Facebook tends to be more difficult to reach. As a site of important research about science communication and especially issues that the TRESCA project will examine, Facebook is a key source of information. However as a specific dissemination tool it would be more problematic, but the platform may prove useful to have text, photos, video posts, and blogposts from the TRESCA's website disseminated. A project Facebook page could also

be used to promote project events and foreground project partners and activities. This engagement and interaction could potentially attract audiences outside of the immediate target audience and online circle that has been established and expand the project's reach.

4.3.3 Medium

Medium (https://medium.com/) is an online publishing site that is gaining traction across various disciplines as a way for thought leaders, think tanks and projects to share information. For the purposes of this particular project, Medium can be used to disseminate the TRESCA blog. Medium allows limited free access to articles and has a paid membership for unlimited stories. Authors are not required to get a paid membership; they can create a free account and publish their stories. Authors also have the option to make their submissions eligible to earn money, but this is not automatic or required.

Whereas most social networking sites require a form of modularisation where the platform design limits how much content is shared, Medium is more versatile. Platforms like Twitter and Facebook can provide short-form experiences that can attract new audiences through 280-character Tweets or short Facebook posts but Medium provides opportunities for long-form content to be published which generally draws information driven audiences who often have high influence.

4.4 Social media choices

In order for social media platforms to be effective in increasing the project's online visibility, they need to be employed strategically. For TRESCA, this strategy involves prioritising certain communication channels and platforms that act as a base from which the project can build its online presence, hence the decision to initially focus on Twitter and the project's website. As the deliverables form a clearer picture of the issues that TRESCA will analyse and address, it may be necessary to move beyond these two primary modes of dissemination. The current choice emphasises a desire to see focused dissemination rather than a multiplicity of channels with limited presence.

Research is required to establish which social media platforms can benefit the project by attracting most of our targeted audience. It is important to investigate which platforms can ensure audience optimization. Starting off with a small number of social media channels can pose potential disadvantages as it limits exposure of the project and decreases growth opportunities. However, employing too many social platforms prematurely can be counterproductive and impact the effectivity of the project's social media strategy. Should our ongoing engagement with these persons indicate differently than is clearly desirable now, TRESCA will reorient towards new platform use.

5 CONCLUSION

The TRESCA consortium has decided on and implemented a uniform project identity, including colours and fonts for a cohesive look over all project deliverables and communications.

A project website has been developed and is launched and active. The page will be maintained and updated regularly. The content can be expanded on as the project grows and generates research outcomes and organises activities.

Twitter was identified as the key social medium to create and maintain a strong presence and connect to the intended target audience of journalists, researchers and policymakers. Furthermore, the consortium has been able to mobilise partner's existing social media presence – both on an organisational level as an individual level – to propagate project communications.

5.1 Limitations and lessons learned

There are several limitations and lessons learned that the TRESCA team should be aware of and mitigate. The COVID-19 crisis has affected the development and implementation of the website and social media channels.

- The project website needs more input and blog posts. This will be possible as soon as the project has its generated its first results from research and other activities.
- The Twitter account should be used more actively to post its own content, as it currently relies on partner organisations and individual members to generate a solid presence. This will be mitigated as soon as the first project results are generated.
- The projects will need to plan for regular and strategic integration with partner organisations

5.2 Opportunities

The consortium has recognised several opportunities it could exploit to improve its social media presence. They are as follows:

- Additional social media platforms are identified which can support a strong online presence for the TRESCA project.
- The TRESCA project can invite currently running EU-funded projects, international or national research projects to post on the blog. Specifically this needs to be done in relation to other projects funded under the SwafS funding instruments as outlined in

the project grant agreement. This will increase the synergies with other projects and will help generate traffic to the project website.

- The use of visitor analytics can be used to gain more insight into which pages generate the most visitors and through which channels visitors arrive on the project website.

Despite delays due to COVID-19 issues, TRESCA has established a clear project identity or branding and put this in key virtual locations – specifically the website and the Twitter account. It is anticipated that the robustness of the website will be demonstrated in the coming months, particularly as the project is able to show its crucial work in a critical time period. The current work documented in this deliverable indicates an ample basis for the TRESCA project to build upon in the coming years.

Project website, social media accounts, and other communication channels

6 REFERENCES

Dwyer, Tim, and Fiona Martin. 2017. 'Sharing News Online'. *Digital Journalism* 5 (8): 1080–1100. https://doi.org/10.1080/21670811.2017.1338527.

Wilkinson, Clare, and Emma Weitkamp. 2013. 'A Case Study in Serendipity: Environmental Researchers Use of Traditional and Social Media for Dissemination'. *PLoS ONE* 8 (12). https://doi.org/10.1371/journal.pone.0084339.