IMaging-based CUSTOMised EYE diagnostics

Project ID: 779960

Funded under: H2020-EU.2.1.1. - INDUSTRIAL LEADERSHIP - Leadership in enabling and industrial technologies - Information and Communication Technologies (ICT)

Deliverable 8.2

Internet outreach and social media

Document control information	
Title	Dissemination Plan
Contributing partners	CSIC
Type	Report
Dissemination level	❒ **CO** Confidential, only for members of the consortium (including the Commission Services) ❒ **RE** Restricted to a group specified by the consortium (including the Commission Services) ❒ **PP** Restricted to other programme participants (including the Commission Services) ☒**PU** Public
Status	❒ Draft ☒ WP Manager accepted ☒ Co-ordinator accepted
Due date	01/06/2018
Delivery date	28/01/2019
Action requested	❒ to be revised by Partners involved in the preparation of the deliverable ❒ to be reviewed by applicable IMCUSTOMEYE Partners ❒ for approval of the WP Manager ❒ for approval of the Project Coordinator

Revision history			
Version	**Date**	**Author**	**Comment**
<1.0>	24/01/2019	Nohelia Morales	
<2.0>	27/01/2019	Susana Marcos	
<3.0>	28/10/2019	Nohelia Morales	
<4.0>	05/11/2019	Susana Marcos	

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1 Summary

This deliverable is associated to D8.1 “Dissemination Plan”. Its purpose is to provide an overview of the content and structure of the project website, as well as describing the social media channels used in the project in order to spread information to interested stakeholders and general audience in the most effective manner.

The project will use three main communication channels:

- Website
- Social media: mainly Twitter
- Flyer

The selection of the communication channels has been shaped by several factors:

- Grant of general and free access.
- Possibility to reach of a broad audience (scientific, stakeholder communities and the general public).
- Offer of clear, easy to access, understable and interactive information.
- Low-cost implementation and maintenance.
- Dynamic tools to enrich the project brand, promote project knowledge sharing and highlights EU support.

The described communication channels were specifically designed for the following purposes:

- to increase project awareness and visibility among the stakeholders, end-users and the general public.
- disseminate and communicate relevant achievements of the project.
- to recruit additional stakeholders and ensure project's growth in terms of scope and resources.

2 Website

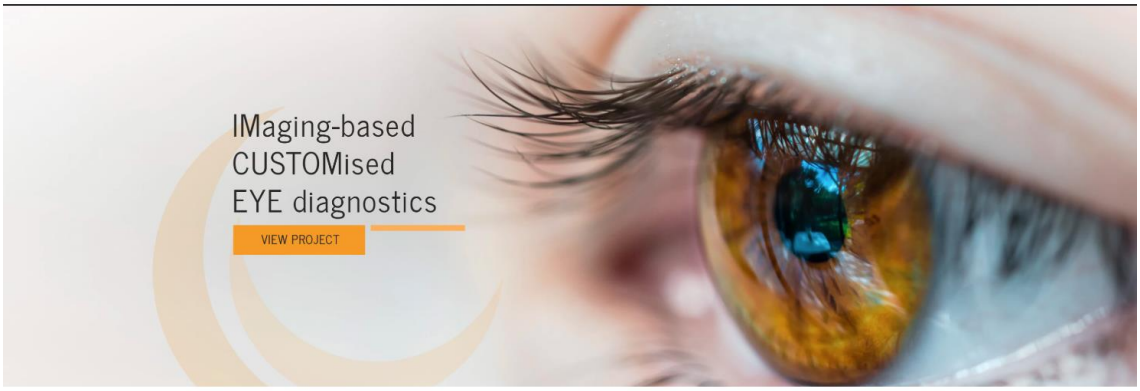
2.1. Domain, design and structure

The project website is the major communication channel for the project. It provides information on the project, profiles each project partner, shares news stories and events and hosts all of the project’s scientific outputs and tools. The website has been designed so that users can easily access key information, providing up-to-date data, and of high quality as regards content and form.

The website has been created using Weebly Pro, as technical platform. It was created with a *.eu* domain and with an intuitive URL to increase hit rates: http://www.imcustomeye.eu/

Imcustomeye

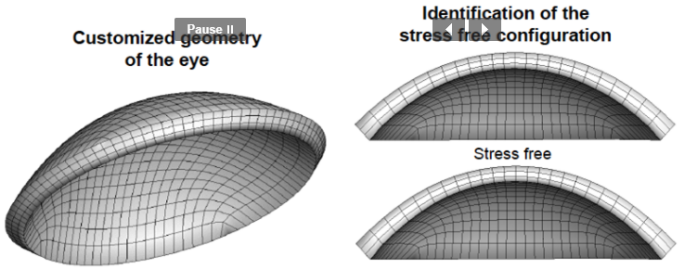
HOME ABOUT US LIBRARY NEWS VIDEOS CONTACT



Welcome to IMCUSTOMEYE

IMCUSTOMEYE is a 4 year project funded by the European Commission's Horizon 2020 Programme under the **Photonics 2017 KET** topic, comprising 10 research institutions, universities and companies, coordinated by Agencia Estatal Consejo Superior de Investigaciones Científicas (CSIC), Spain.

IMCUSTOMEYE will develop a tool based on innovative photonics and modelling approaches in response to the need to personalize healthcare in ophthalmology, improve diagnostics and health outcomes, reduce costs and promote active and healthy ageing, while complying with the objectives of the EU Horizon 2020. IMCUSTOMEYE will contribute to a more effective, customised treatment of eye diseases and to reinforce industrial leadership in the area of diagnostic imaging in ophthalmology.



From the lab to the product

Diagnostics

Development of an innovative imaging product for quantification of corneal biomechanical properties based on air-puff and nano-sensitive OCT

Interdisciplinarity

Technology based on imaging concepts established in different disciplines to be used, for the first time, in a commercial device

Clinical validation

Demonstration of the technology through its validation on different clinical sites for its future commercialization

Consortium

CSIC NUI Galway UCL OCULUS Optimeyes™ by Optimo Medical AG

The webiste is structured as follows:

Home: General overview of the project and key features

About Us: Information on the project purpose, structure, WPs and planned activities and the consortium. In a separate page, partners are presented giving additional information about their performance and fields of expertise.

Library: Information on dissemination activities (newsletters) and project outputs (public deliverables). It also provides a link to the project leaflet.

News: Recent information on project meetings, articles and other updates related to the project.

Videos: Display of project videos (planned in M12, M24 and M36).

Contact Us: Details of the project coordinator and dissemination responsible, so that visitors have a direct and personal contact if they demand further information.

2.2. Roles and responsabilities

CSIC, as WP leader, is responsible for regular update of the website and social media accounts, as well as coordination of top level communication activities of the project and analysis of their impact. All project partners will be required to provide information to CSIC, following appropriate deadlines. CSIC will be responsible for the update of content and technical maintenance of the website.

Initially, the IMCUSTOMEYE website included also a private area, only accessible to authorized partners, where the consortium could upload and download information and contribute to discussions on a blog-type layout.

The project coordinator, together with the partners decided to replace the private area of the website by a SharePoint based on Office 365, which resulted to be much more flexible and suited for project internal activities than the private area. In the SharePoint, team sites and discussion can be created, allowing an essential space for partners to collaborate and move work forward.

The IMCUSTOMEYE Sharepoint is totally private and registration and password are mandatory to gain access to it. Only project coordinator can grant access. It is described in detailed in D10.1 “Project intranet in operation”.

3 Social Media

Social media are gaining increasing popularity nowadays. Twitter has been identifying as the most convenient social network platform to inform about the project and it objectives, as well as to spread information about ongoing activities, events and news. The IMCUSTOMEYE twitter page can be found at the following location: https://twitter.com/imcustomeye?lang=es

@imcustomeye serves as a springboard to share news, project results, events announcements and other interesting articles. The twitter account is managed by CSIC.

Project partners will use the hashtag #Imcustomeye in all the social media publications of the project to communicate with stakeholders trough networking, short news and announcements on conference programme and activities.

In addition, retweets and mentions will be monitored to assess which type and presentation of information is preferred by followers.

The main aim of the IMCUSTOMEYE Twitter account is to create a wide community of interest about the project by approaching multiple actors.

4 Project flyer

The project flyer has been designed to contain the essential key points and information about the project. The main target audience of the flyer will be general public who are not yet familiar with the solutions presented by IMCUSTOMEYE, but interested in the developed technology as end-users. These been said, the flyer should attract also technical and business-oriented professionals. It will be used as a leaflet at public dissemination events, and made available through the website.

Design and content of the flyer will be similar to the website of the project. It will include the following topics:

- Brief description of project consortium.
- Strategic objectives of the project.
- Key data and general information.