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## Release History

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\*Status of deliverables is indicated by abbreviations/terms as follows:

Complete (C): The final deliverable document is 100% completed, reviewed and authorised for release by the partner responsible for the deliverable or the WP leader.

Revised (R): The final released document has been modified/updated with new content.



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## Executive Summary

A number of digital dissemination and communication tools have been established to facilitate external communications activity related to the ProACT Project.

The ProACT project website ([www.proact2020.eu](http://www.proact2020.eu)) will serve as a key digital communication channel for the project and will act as a portal to provide access to publicly available project documentation, to link to other ProACT digital communication channels (e.g. social media, electronic mailing lists), and to provide information about project progress and about how to contact and interact with the consortium.

Social media environments will be used by the project partners as a way of communicating with key stakeholders and members of the general public through an interactive dialogue. Facebook, Twitter and LinkedIn profiles have been established and customised to incorporate the ProACT visual identify. Updates to these social media accounts will be coordinated across the lifetime of the project in accordance with the ProACT communication strategy (D6.2) and ProACT communications manual (D6.1).

An electronic mailing list and branded email marketing templates for the ProACT project have been set-up using Mail Chimp, an online marketing solution for management of subscribers, distribution of mass email communications, and tracking of results and key analytics. This email marketing tool will be used to deliver quarterly project newsletters, along with other relevant communications and event invitations, using a consistent and recognisable identity associated with the ProACT project.



# 1 ProACT Website

<http://www.proact2020.eu/>

The ProACT project website, managed jointly by project partners TCD and CASALA, will serve as a key channel for communication of information about the project to the general public and relevant stakeholders. It will also serve as a project portal, providing access to publicly available project documents and deliverables, linking to the ProACT social media accounts and other digital dissemination channels, serving as a central location for updates about upcoming events or news items related to the project, and providing information about how to contact and interact with the Consortium.

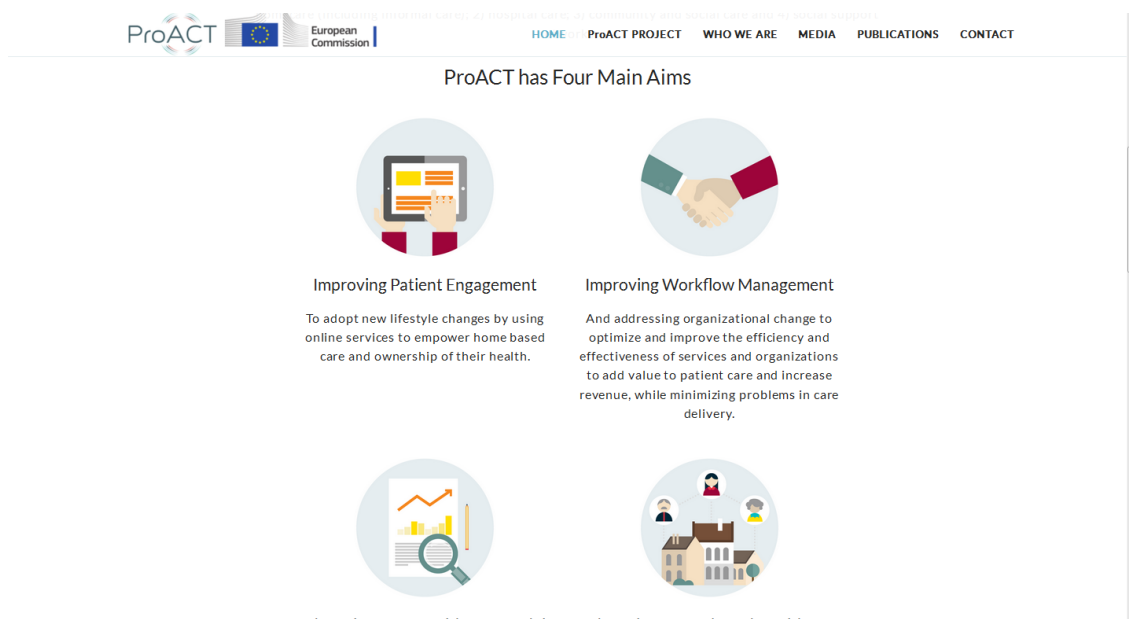
Links to the project website will be included on all ProACT social media accounts and in all relevant project documentation. Partners will also be encouraged to drive traffic to the ProACT website by sharing the URL in their email signatures, on their own websites and social media channels and in their own materials related to the project.

## 1.1 Website Development

The ProACT project website was developed by partners in TCD, DKIT, and Treelogic. Initial site maps and design were agreed between partners, and the site was built using the WordPress platform. Test versions of the website were circulated to all partners for approval, and Version 1 of the website went live in M2.



**Figure 1: ProACT Website Screenshot**



**Figure 2: ProACT Website Screenshot**

## 1.2 Website Updates and Maintenance

The ProACT website will be updated across the life cycle of the project, and will remain available at least three years after the project end date. Key website updates will include:

- Additional staff bios and headshots as new staff join the project across partner organisations
- Scientific publications and conference presentations
- Project documentation including flyers, information sheets and public deliverables
- Media activity and news items
- Information about events and project milestones
- Links to digital newsletters

The Project Coordinator and Project Manager at TCD will be responsible for maintaining and updating the website, in collaboration with colleagues in CASALA.

## 2 Social Media

Social media accounts for ProACT have been established in order to communicate with relevant stakeholders and members of the general public and to raise awareness of the project. Facebook, Twitter and LinkedIn profiles have been created and customised to incorporate the ProACT visual identity.

Social media updates will be coordinated throughout the lifetime of the project in accordance with the guidelines and strategies outlined in D6.1 (ProACT Communications Manual) and D6.2 (Dissemination, Exploitation and Communication Strategy Report). Social bookmarklets will be featured on the ProACT website and partners will be encouraged to promote the ProACT social media accounts through their existing social media environments, email signatures, and other digital dissemination channels.

Each of the social networks will be monitored to provide a measurement of user engagement. Suggested key performance metrics for each of the ProACT social media channels are listed in Table 2.1. Further information about evaluation and monitoring of social media activity (along with other communication and dissemination activities) is provided in D6.2 (Dissemination, Exploitation and Communication Strategy Report).

**Table 2.1: ProACT Social Media Performance Metrics**

<b>Social Media Account</b>	<b>Performance Metrics</b>
Twitter	<ul style="list-style-type: none"><li>• Number of followers</li><li>• Number of post retweets</li><li>• Number of ProACT account handle mentions</li><li>• Number of hash-tagged tweets</li></ul>
Facebook	<ul style="list-style-type: none"><li>• Number of page 'likes'</li><li>• Number of 'likes' and shares for posts</li><li>• Number of comments of ProACT page wall or posts</li></ul>
LinkedIn	<ul style="list-style-type: none"><li>• Number of group members</li><li>• Number of 'likes' and comments on group conversations</li></ul>

### 2.1 Twitter

<https://twitter.com/proact2020>

The ProACT Twitter feed will be used to raise awareness of the project among clinicians, researchers, key stakeholders, and members of the general public. The ProACT Twitter account will be used to share key project updates and information, to drive traffic to the project website and other digital dissemination channels by sharing URLs, and to engage with relevant stakeholders and members of the general public via retweets, replies to tweets and account handle mentions.

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D7.3 ProACT Website, social media, and digital dissemination and communication tools

ProACT

Regular updates to the page will be coordinated by the Project Manager, and will include photos, news updates, notifications of upcoming events, and links to relevant content on the project website or on other websites. Relevant content from other Twitter feeds related to multi-morbidity, digital integrated care, and ageing research will be retweeted and shared via the ProACT Twitter page, in order to raise awareness of our twitter profile and generate new followers.

By establishing hashtags (#ProACT #ProACT2020) we hope to encourage other Twitter users to tweet responses and reactions to project updates and content while tagging their tweets.



**Figure 3: ProACT Twitter Feed**

## 2.2 Facebook

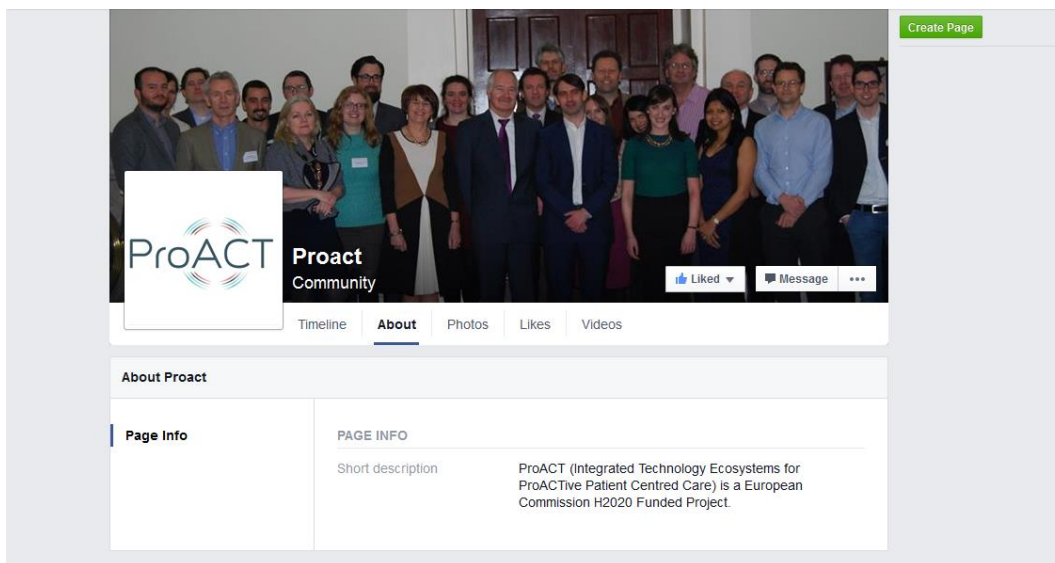
<https://www.facebook.com/proact2020/>

The customised ProACT Facebook page will be used to raise awareness of the project and engage with relevant stakeholders and members of the general public. Regular updates to the page will be coordinated by the Project Manager, and will include photos, news updates, notifications of upcoming events, and links to relevant content on the project website or on other websites.

The ProACT Facebook page will also facilitate interaction and engagement with stakeholders and members of the general public who are interested in the project, through comments and replies to comments on the ProACT page 'Wall'. Key stakeholders with established Facebook profiles (e.g. the European Commission, individual partner organisations and other stakeholder groups) will be asked to share posts relating to ProACT in order to raise awareness of the project and maximise the reach of ProACT Facebook page.







**Figure 4: ProACT Facebook Page**

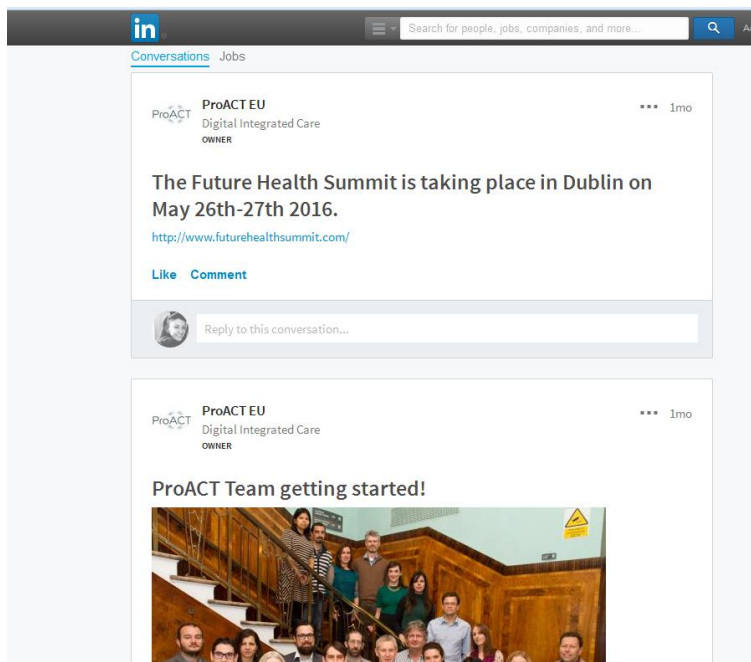
## 2.3 LinkedIn

<https://www.linkedin.com/groups/8475939>

LinkedIn is an important resource for making contact with researchers, clinicians and other professionals working in the field of multi-morbidity and digital integrated care. ProACT has established a LinkedIn group for the project, and will use this social media channel to connect with existing groups comprised of professionals and stakeholders interested in relevant fields (e.g. multi-morbidity, ageing research, digital integrated care). It will be used to facilitate engagement with health-care professionals and other researchers, and to raise awareness of the project among the scientific, health and technology communities.

LinkedIn will also allow project partners to connect with a community of like-minded, interested individuals and will provide a forum for sharing ideas and generating feedback on aspects of the ProACT project.

The ProACT LinkedIn group will serve to drive traffic to the project website, since administrators can circulate the website URL within the group profile and within blog posts or discussion threads.



**Figure 5: ProACT LinkedIn Group**

## 2.4 Social Media User Guidelines

Only authorised representatives may administer the ProACT social media accounts. The Project Coordinator and Project Manager will maintain a list of authorised representatives and will manage administrative access to the accounts over the course of the project.

Partners should be cognisant that all content posted to ProACT social media pages is public, and can be viewed by everyone who can see the pages. Partners are responsible for obtaining the necessary permissions and consent to reuse or post content or information shared on the ProACT social media pages.

Partners should not impersonate others through the ProACT social media accounts in a manner that does, or is intended to, mislead or confuse others. Partners may not post other people's private and confidential information (for example, address or phone number), without their express permission and authorisation.

Each partner is responsible for ensuring that any content they post on the ProACT social media channels is compliant with their own institutional regulations regarding social media activity (if applicable).

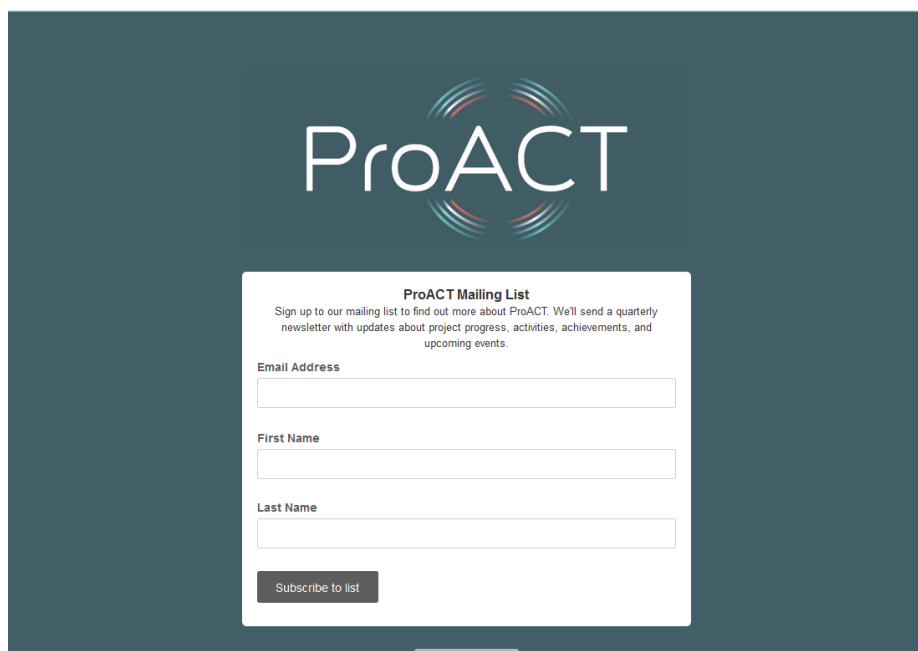
### 3 Email marketing list and templates

An electronic mailing list and email marketing templates for the ProACT project have been set-up using Mail Chimp ([www.mailchimp.com](http://www.mailchimp.com)), an online marketing solution for management of subscribers, distribution of mass email communications, and tracking of results and key analytics.

#### 3.1 Electronic mailing list

Key stakeholders and members of the general public will be invited to subscribe to the ProACT mailing list in order to receive regular updates about the project in a quarterly email newsletter.

An online sign-up form has been developed for the ProACT mailing list (<http://eepurl.com/bX65uP>), which links directly to the Mail Chimp electronic mailing list. Links to this sign up form will be shared via the ProACT project website, social media accounts, and in other relevant communication materials.



**Figure 6: Screenshot of online sign-up form for ProACT Mailing List**

#### 3.2 Email marketing templates

Branded email marketing templates incorporating the ProACT visual identity have been developed on Mail Chimp, and will be used to generate quarterly email newsletters and to deliver other relevant communications, such as event invitations.

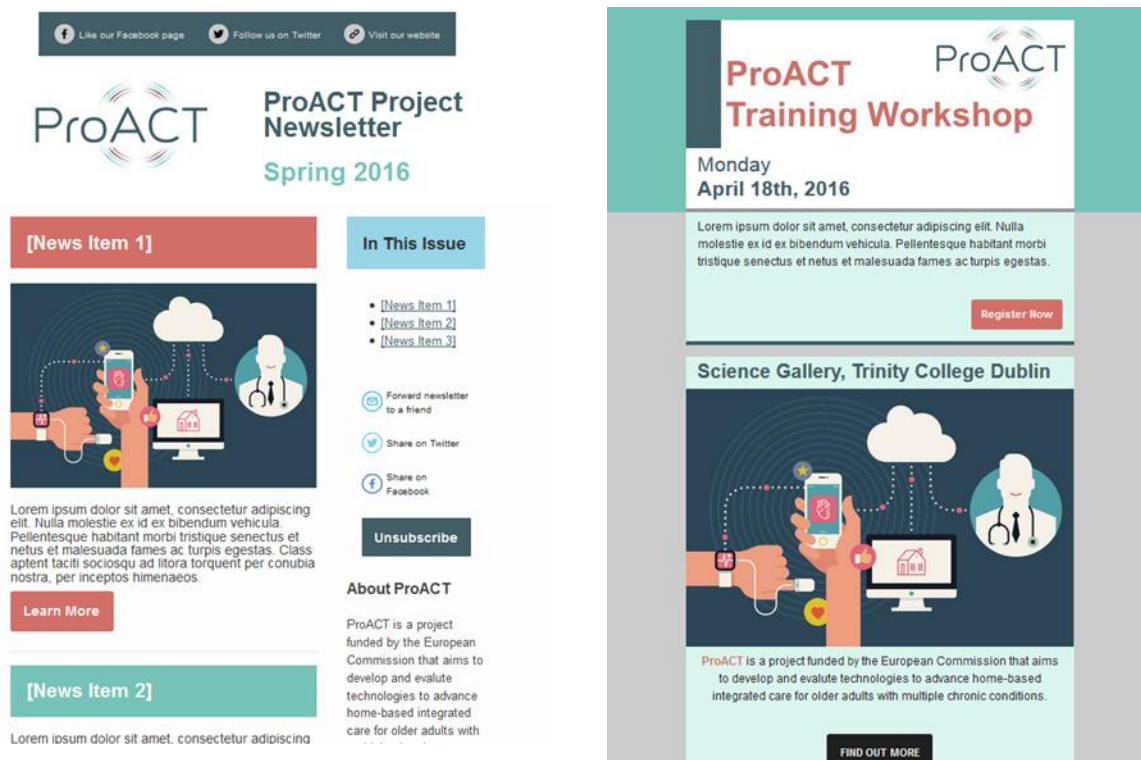


Figure 7: Sample ProACT email marketing products, created using the ProACT email marketing templates

### 3.3 Mail Chimp Data Protection and Privacy

Email distribution lists and content created via the ProACT Mail Chimp account are stored on Mail Chimp servers, and are protected in accordance with the Mail Chimp Privacy Policy (see <http://mailchimp.com/legal/privacy/>). Mail Chimp's Privacy Policy has been reviewed by TRUSTe (<https://www.truste.com/>) for compliance with comprehensive privacy certification requirements and has been validated with the TRUSTe Privacy Seal.

Distribution lists are stored on a secure MailChimp server. Mail Chimp do not, under any circumstances, sell distribution lists. If someone on a distribution list complains or contacts Mail Chimp, the company might then contact that person. Only authorized Mail Chimp employees have access to view distribution lists. Mail Chimp will use and disclose the information in distribution lists only for the reasons listed within their Privacy Policy.

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D7.3 ProACT Website, social media, and digital dissemination and communication tools

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