



D6.6 Pledger project Web Site and Social Media Channels

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Document Information

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List of Acronyms

Abbreviation / acronym	Description
CMS	Content management systems
D6.6	Deliverable number 6 belonging to WP 6
EC	European Commission
EU	European Union
GUI	Graphical User interface
WP	Work Package

Executive Summary

This document reports on the work performed with respect to the design, development and actual deployment of the PLEDGER Website (www.pledger-project.eu) to public use. Based on the general Dissemination Strategy that the project will follow, the PLEDGER website is identified as the main online presentation and dissemination tool, which is foreseen to serve the objectives of the project by gradually evolving into an information exchange and collaboration portal where stakeholders will actively participate.

The document is a living document (frequently updated) by giving an overview of the project website, its structure and its main features, both in terms of backend and front-end. More specifically, it presents the Site Map and structure, presenting each section separately, it explains the way the content is organized in the various sections and refers to the technologies used, and it speaks about the user rights management. Then, it refers to the various social media tools and extensions that will be used to support the objectives of the project communication strategy. The present document is also accompanied by a set of screenshots for a more comprehensive visual presentation of the project Website.

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1 Introduction

The current document provides an overview of the PLEDGER website for the Network/Centres/project the beginning of the project.

PLEDGER website is accessible at <http://pledger-project.eu/> and will be the main communication tool for diffusing information related to the project. The website will become a single gateway to access available results for people seeking information. The site will provide all related information such as the challenge and the solution that the project will offer, the use cases, overviews and highlights, news and events, results, liaisons with other EU project and initiatives, a library with the communication/dissemination material, a contact form and links to external resources.

The website is based on the Content Management System (CMS, type: Drupal) allowing easy way of creation and management of the website content.

INTRA as the Dissemination Manager of the project will keep the authority to upload content, mainly for the sake of consistency and editorial quality. All partners will contribute in drafting content, according to their role in the project and their knowledge.

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2 Pledger Project Web Site

2.1 OVERVIEW

The idea behind creating a functioning website within the first two months of the project, is to begin to establish and activate a strong, vibrant and sustained community. The project website follows a person-centric approach meaning that it is very user-focused.

More specifically the PLEDGER website:

- ✓ Provides an introduction to the concept and main characteristics of the solution;
- ✓ Provides a description about the use cases;
- ✓ Offers an interactive platform for project beneficiaries to get in touch with the consortium and acquire further information;
- ✓ Enables the visitor to discover the future events organised by PLEDGER and relevant external stakeholders
- ✓ Provides access to the recent publications produced by the project;
- ✓ Has a section where all liaisons with other EU projects or initiatives will be displayed;
- ✓ Has a section where project results will be publicly available;
- ✓ Has a library section including the communication/dissemination material of the project;
- ✓ Has a place where social networks and feeds are displayed.

2.2 MAIN FEATURES

2.2.1 Technical Details

The following subsection provides information of technical nature.

› Domain: www.pledger-project.eu

- Ultra fast Full SSD servers
- Account isolation
- Reverse Proxy: Nginx
- Backend Server: Apache

- Mod Security
- Antispam Solutions
- HTTP/2 supported
- Automatic Malware Detection

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- DB engine: Maria DB
- PHP: PHP 7
- PHP OPcache
- Ruby on Rails, Node.js, Python, Perl
- FTP Access
- Access/Error log files
- Webmail/SMTP/IMAP/POP3
- Mailbox size
- Unlimited Subdomains/Domain Alias
- MySQL, MSSQL (Windows)
- ImunifyAV (Linux)

The PLEDGER website is created using Drupal 8 as the backend CMS. Drupal is a flexible, modular, easy-to-use framework, trusted by some of the largest websites worldwide and supported by a large and dedicated community. Drupal employs a CKEditor, a powerful WYSIWYG editor, for content authoring and text formatting. Thus, content editing is as simple as editing a Word document. Drupal offers maximum flexibility for the creation and management of file repositories. Administrators can upload and maintain files of various types (docx, xlsx, odt, pdf, jpg, png, mpeg, avi etc). At the same time media can be made available via channels created on specialised websites, however audio/video files uploading / publishing is also supported by the PLEDGER website, via the website backend. Administrators can view previous and create new page revisions, without affecting published.

2.2.2 Graphic Design

Overall the graphic design of the website was aligned with the general visual identity of PLEDGER, reflecting also the EC and H2020 branding. It is using the approved project logo by the consortium and selected, high resolution images (purchased and received from partners), as well as the specific requirements from the EC regarding the H2020 projects.

The custom Drupal theme that is created for the PLEDGER website ensures that all templates are fully responsive and correctly rendered on any mainstream browser and device.

The Privacy Policy on Webpage Footer as an image:

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Figure 1: Privacy Policy on Webpage footer

2.2.3 Filters

Content Types (predefined collections of taxonomy terms, tags, text fields and areas etc) are used in Drupal for content creation and structuring. Content types are properly designed to incorporate the required fields to properly structure the PLEDGER website.

In Drupal, a Content Type is a pre-defined collection of data types (Fields) which relate to each other by an informational context. In this sense, "context" means "parts that should be considered as a correlated whole." Content Types are how site editors can input original content on a Drupal site; while Views, for example, is one way you can serve up content to your end users.

In drupal the “Views” module provides a GUI for creating complex content queries, configuring sorting, filtering options, and formatting. Thus “Views” is a powerful tool that allows for creating lists of content and configuring additional filters that will make content overview easier when content accumulates throughout the course of the project.

Drupal Search default behaviour is to search for text/keywords appearing in any textual field. The module marks altered content and indexes it during predefined cron runs. Drupal search can be enhanced to further enable faceted filtering, spell check and search on documents.

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2.2.4 Site map

The current version of the PLEDGER website has a simple Information Architecture:

Information Architecture:

Tabs & Sections:

- Home
- The project
 - *The Challenge*
 - *The Solution*
 - *The Impact*
 - *The Consortium*
- Use Cases
 - *Use Case 1*
 - *Use Case 2*
 - *Use Case 3*
- Clustering
- Knowledge
 - *Deliverables*
 - *Publications*
 - *Code Repository*
- Events
- Library
 - *Press Releases*
 - *Newsletters*
 - *Brochures*
 - *Posters*
- Contact

To further promote and increase the number of visitors, the PLEDGER website is SEO friendly and content is structured in such a way so as to appeal to search engines. Sections and sub-sections of the website are properly tagged therefore content will be easily searchable. All pages will be also optimized for search engines to provide high ranking on the search lists. Robots.txt is configured to both allow crawlers to visit website and block potential attackers. Recent developments demand for sites to use https in order to rank higher in search engines. All traffic of the PLEDGER website is redirected to the https version.

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2.3 CONTENT

2.3.1 Landing page

The Look and feel of the landing page is presented below:

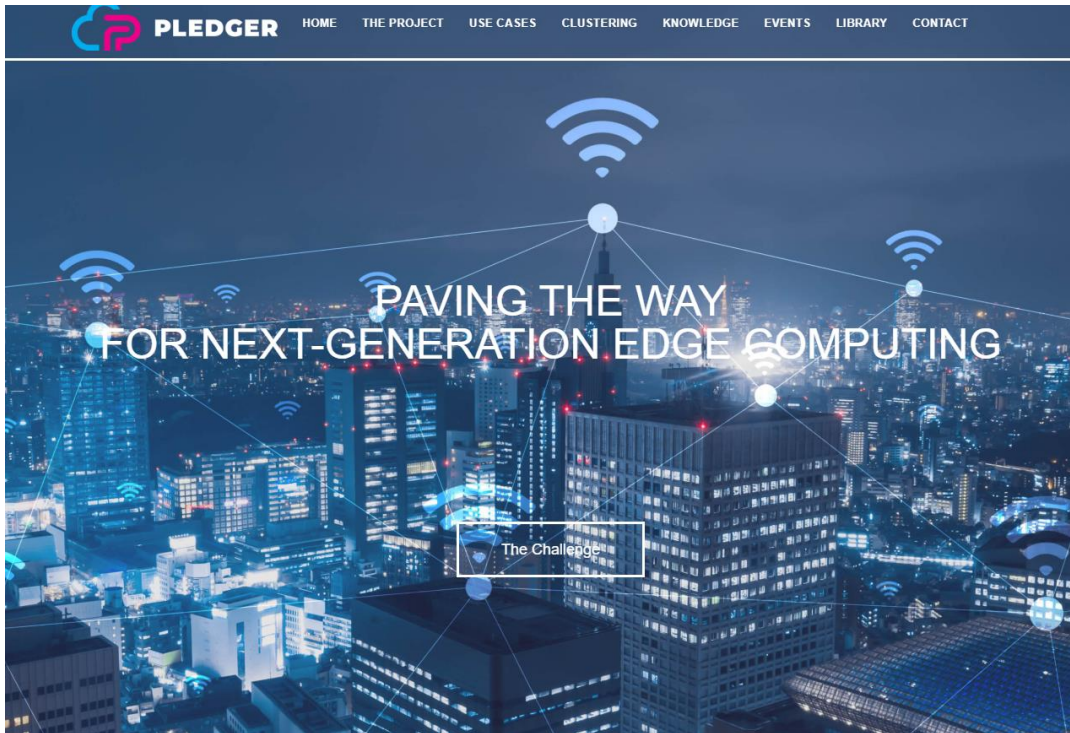


Figure 2: The landing page

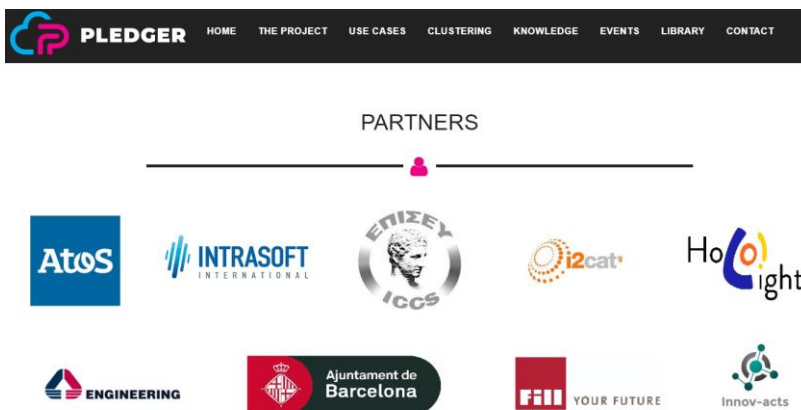


Figure 3: Landing page-The Consortium

This page also gives information about the coordinating organisation along with the project grant agreement number and other related information.

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About us

- Project name: PLEDGER: Performance optimization and edge computing orchestration for enhanced experience and Quality of Service
- Grant Agreement No: 871536
- Topic: ICT-15-2019-2020
- Call: H2020-ICT-2018-20
- Funding Scheme: Research & Innovation Action (RIA)
- Funded under: H2020 Framework
- Start Date: 1st December, 2019
- Duration: 36 months
- Status: active



Figure 4: Landing page - Project information

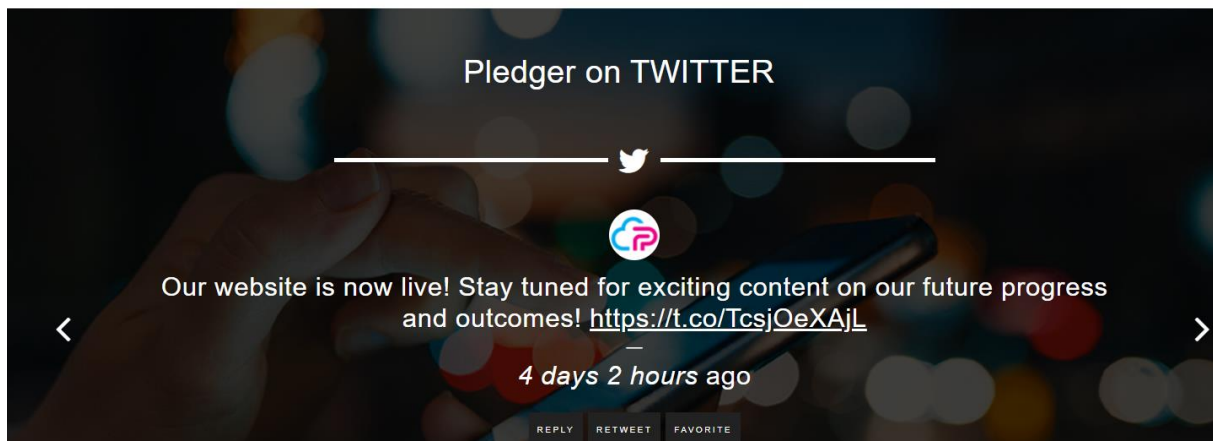


Figure 5: Landing page - Pledger on Twitter (feed)

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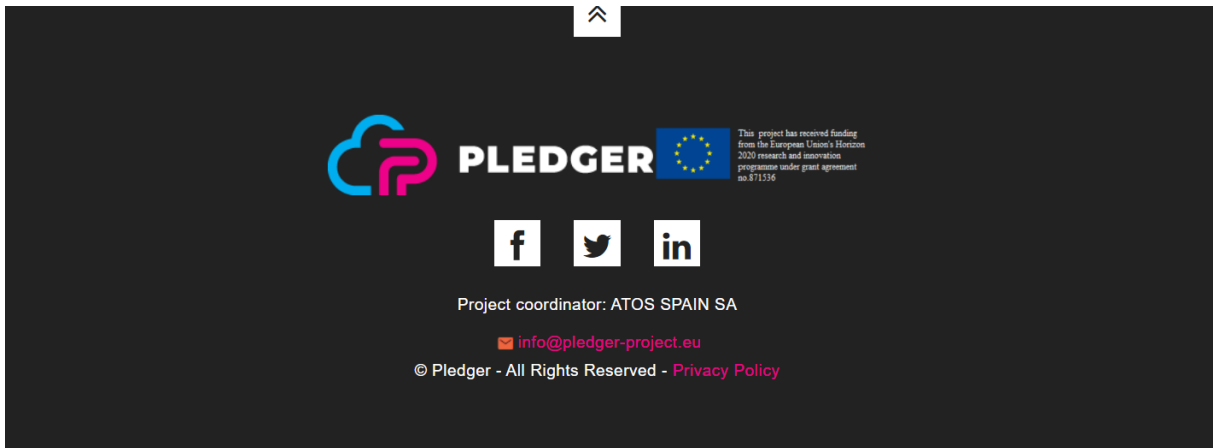


Figure 6: Landing page - The website's footer

2.3.2 The project (about)

The 'Project' section' includes general project information. It has four sub-sections namely The Challenge, The Solution, The Impact and The Consortium. This section allows visitors to get information on what the PLEDGER project is about and the consortium that will implement the project.

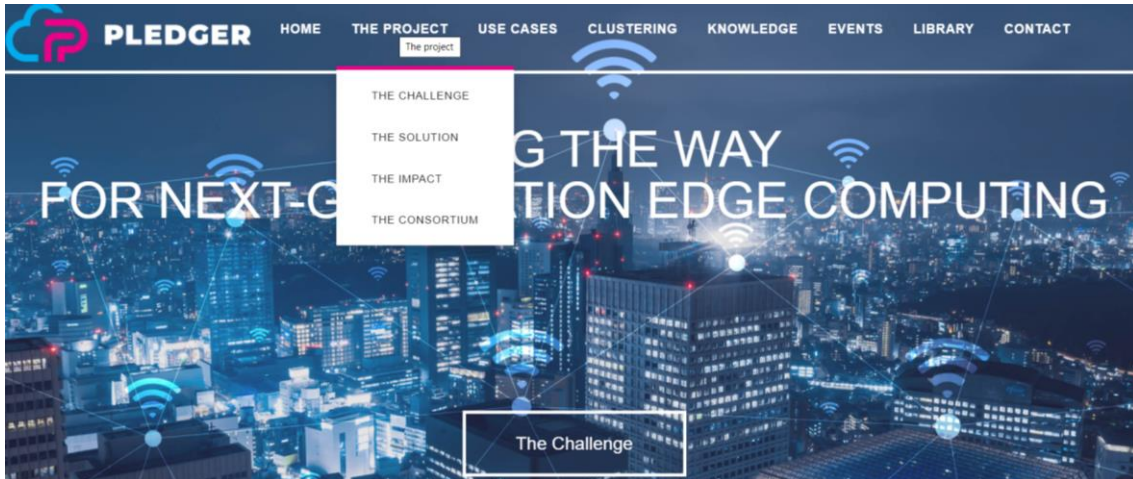


Figure 7: The "Project" section

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2.3.3 Use Cases

This section provides information about the three use cases of the project.

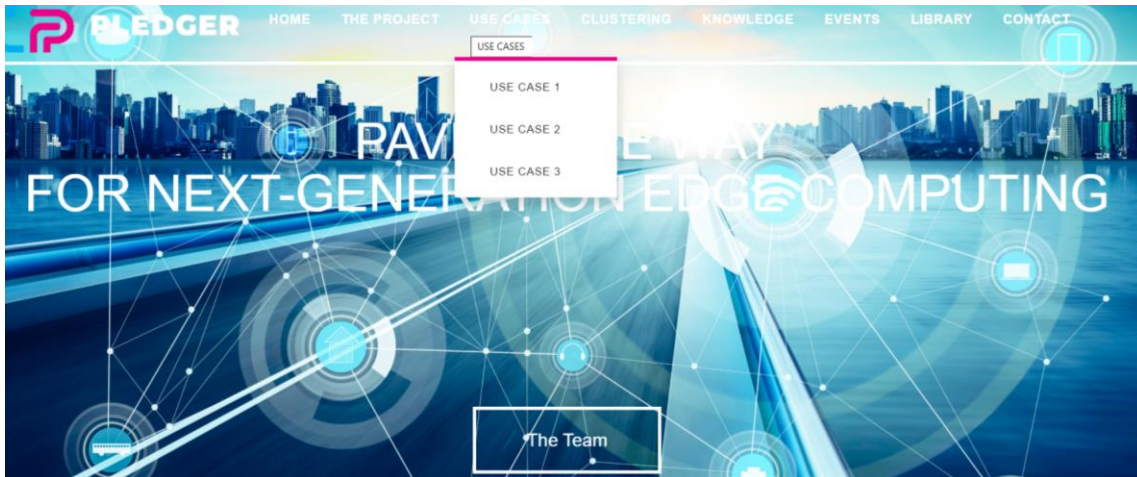


Figure 8: The "Use Cases" section

2.3.4 Clustering

This section will provide a quick description of other EU projects and initiatives that will cooperate with PLEDGER to perform joint communication/dissemination activities and explore synergies.

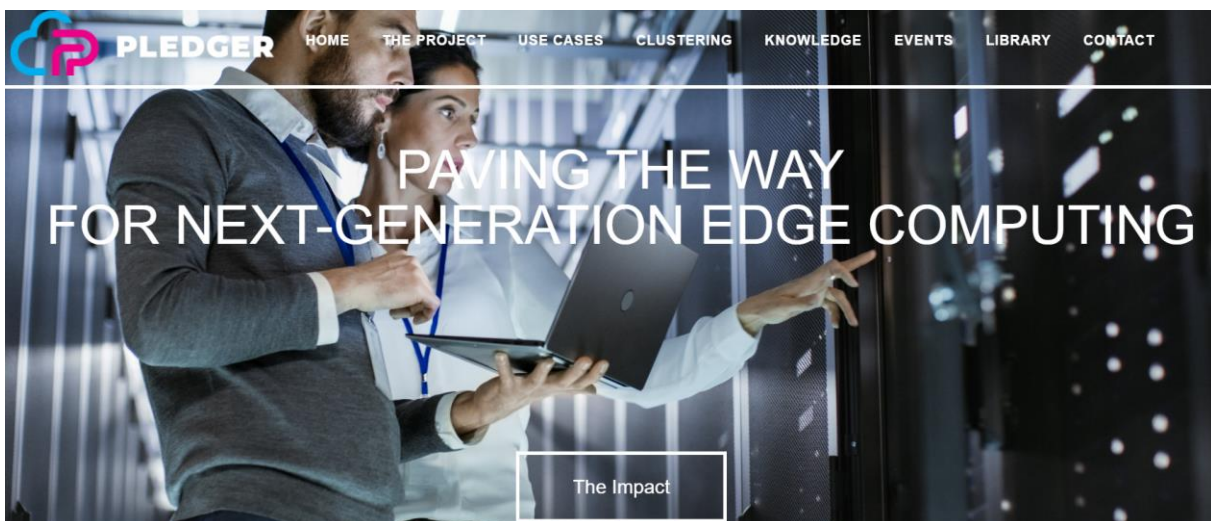


Figure 9: The "Clustering" section

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2.3.5 Knowledge

This section will present the results/outcomes of the project as well as the scientific papers to be presented/published. A code repository has been also included as a sub section.

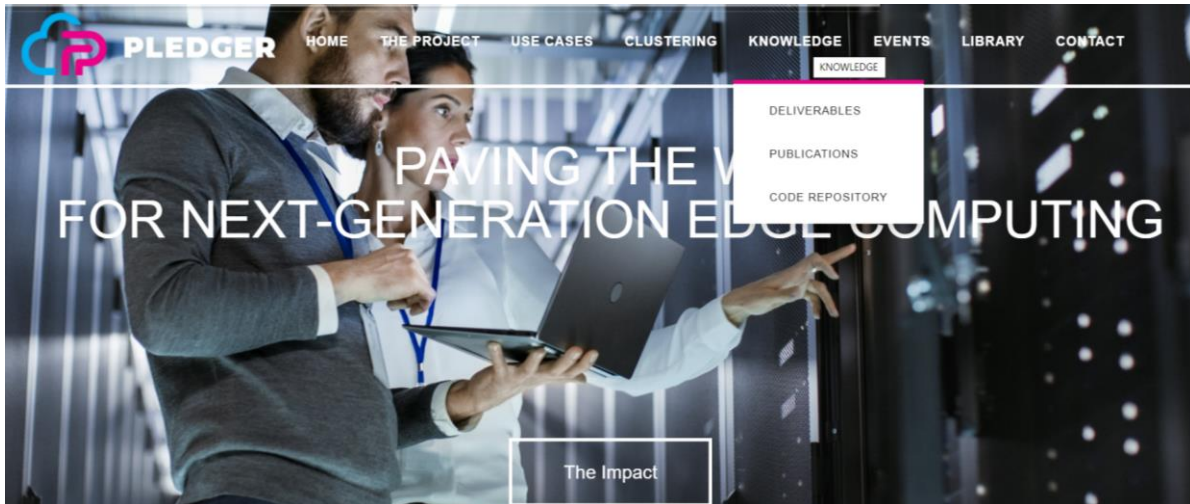


Figure 10: The "Knowledge" section

2.3.6 Events

The 'Events' section will provide regular updates about the PLEDGER project, other related projects, EU research, etc.

The 'events' will also contain a database of past events that PLEDGER project partners have attended and/or presented the project.

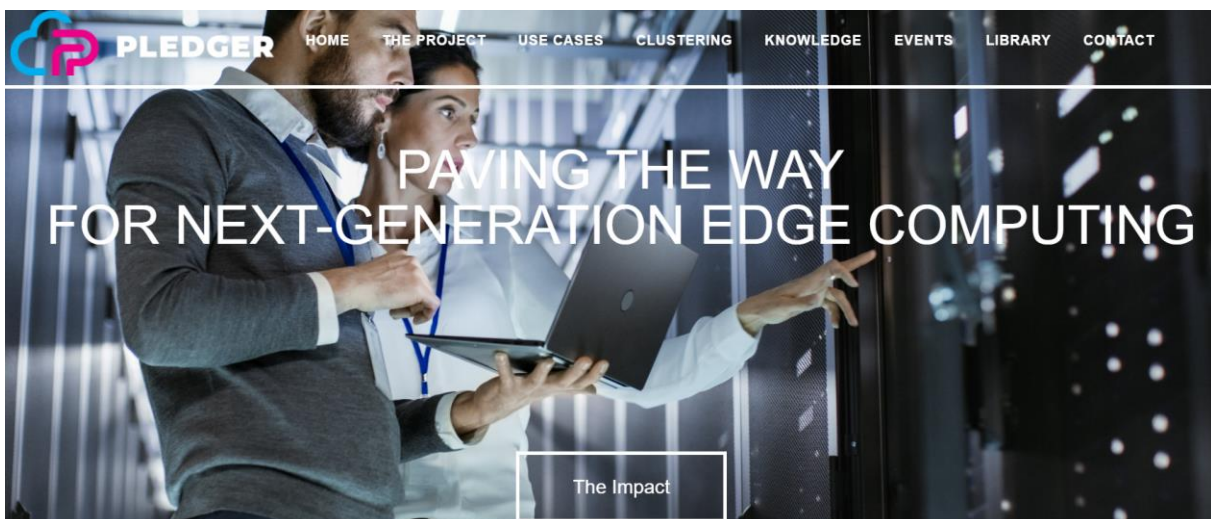


Figure 11: The "Events" section

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2.3.7 Library

This is the section where the visitors or the press may find the communication and dissemination material of the project.



Figure 12: The "Library" section

2.3.8 Contact form

The contact form can be found quickly and gives the visitor an easy way to contact the consortium.

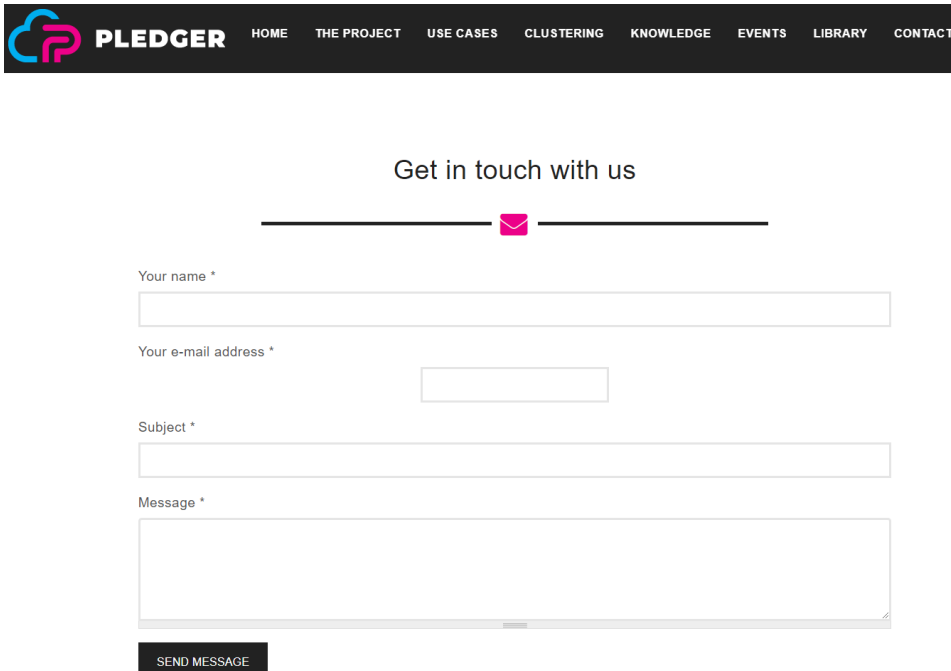


Figure 13: The "Contact form"

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3 Pledger social media accounts

Various social networks will be used in order to promote on a regular basis the activities and outputs of the project, while also encouraging a wider discussion on the topics related to PLEDGER activities.

PLEDGER will have an active presence in the most popular social media, such as Facebook, Twitter and LinkedIn which are linked to the project's website.

Below we present a brief overview of the Social Media channels created for PLEDGER.

Facebook (<https://www.facebook.com/pledgerproject/>)

PLEDGER will maintain a Facebook fan page, in order to be reachable by a broader and probably less specialised audience. The project's Facebook page will include news, photos and information about the project, its development, the activities performed and its outcomes. We will also pursue to re-post relevant and interesting information from other accounts in order to enrich the page content and attract more fans.

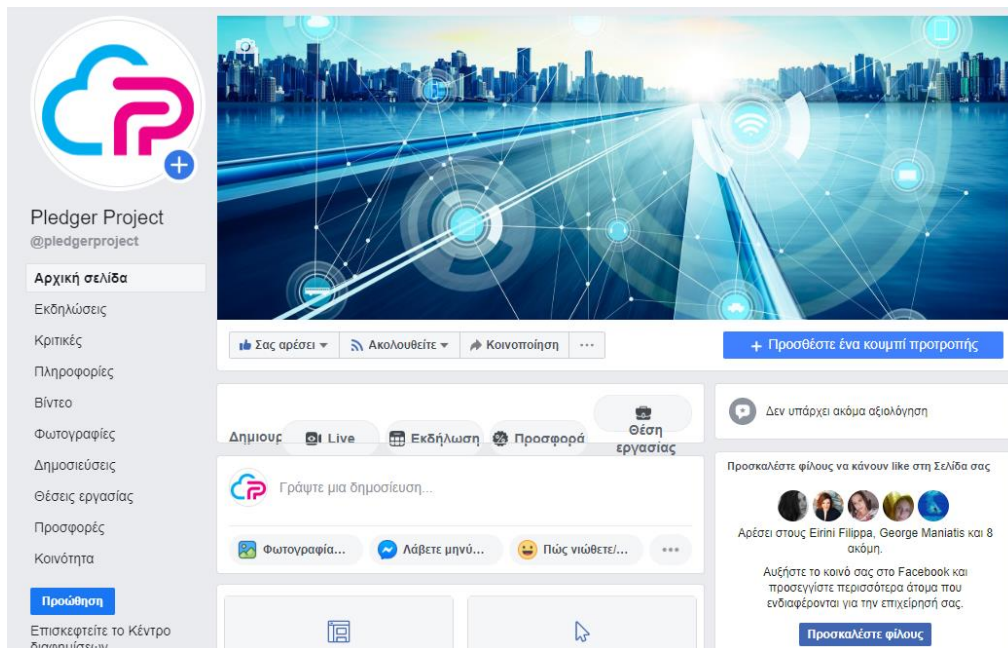


Figure 14: Pledger page on Facebook

Twitter (<https://twitter.com/Pledgerproject>)

As a rapid and professional communication tool, Twitter will allow real-time interactions and very high potential outreach towards PLEDGER 's target audience, by using hashtags and thematic tweets.

The twitter account will be used for promoting and disseminating the PLEDGER developments, news, events, outcomes, etc. Moreover, re-tweets will be made of relevant and interesting content from disparate sources. Hashtags to be used : #cloud, #edgecomputing #QualityofService, #blockchain, #cloudcomputing, #performance optimization, #manufacturing, #smartcities etc.

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Figure 15: Pledger on Twitter

LinkedIn (<https://www.linkedin.com/in/pledger-project>)

LinkedIn is a business-oriented professional networking tool that is used by many as a source of information and inspiration, therefore a solid presence to amplify the news on the website is necessary. It therefore constitutes an important platform for discussions, relevant to LinkedIn account among experts in the area and various stakeholders in general.

PLEDGER will maintain a LinkedIn page to connect with relevant professionals and diffuse to them the main news and developments of the project.

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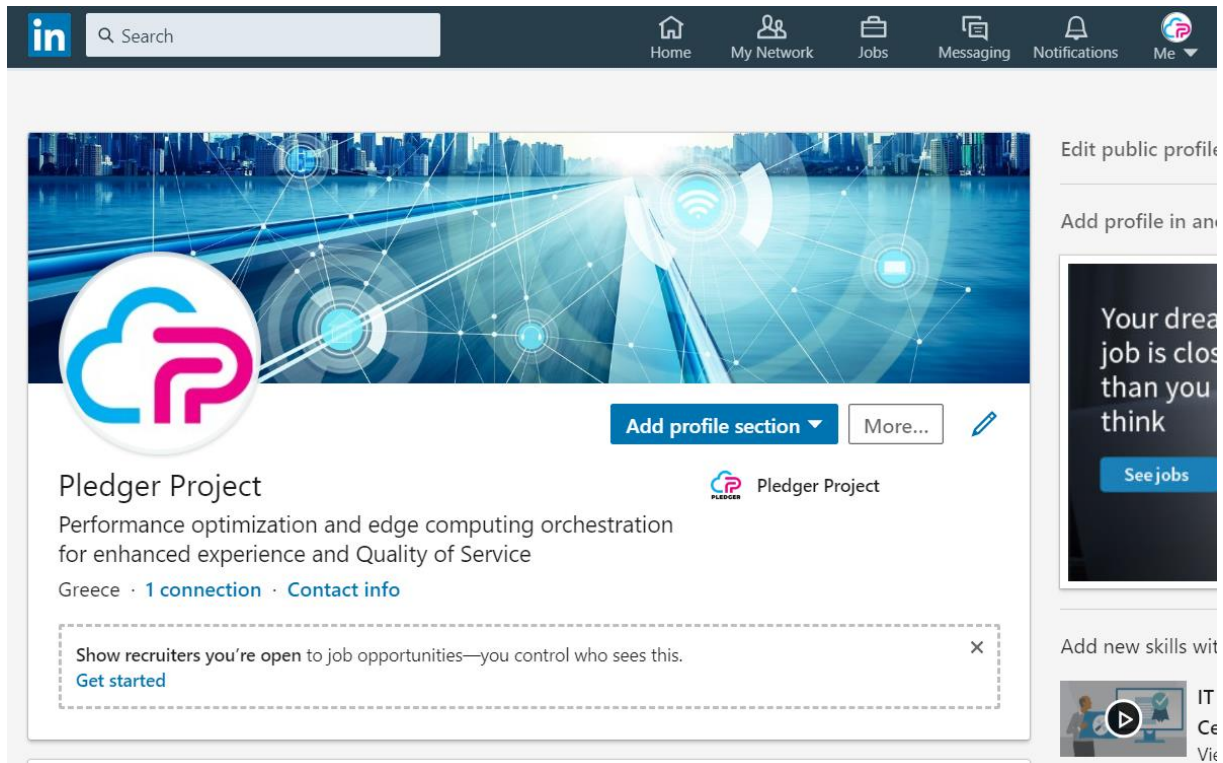


Figure 16: Pledger LinkedIn page

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4 Conclusion

This document reports on the work performed with respect to the design, development and actual deployment of the PLEDGER Website to public use. The document presented an overview of the project website, its structure and its main features, both in terms of backend and front-end. More specifically, it presented the initial Site Map and structure and continued by presenting each section separately. This document will be updated on a frequently basis to be up to date with the project developments and outcomes. The document also presents the various social networks that will be used in order to promote on a regular basis the activities and results of the project.

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