Meta Cities Excellence Hub in South-Eastern Europe

D6.1 Project website and social media presence

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Glossary of terms and abbreviations

Abbreviation / Term	Description
CMS	WordPress Content Management System
D	Deliverable
D&C	Dissemination and Communication
DoA	Description of Action
DTs	Digital Twins
EC	European Commission
EU	European Union
GA	Grant Agreement
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
M	Month
QA	Quality Assurance
QH	Quadruple Helix
SW	Software
T	Task

1 Executive Summary

Deliverable 6.1 is a public document of the Application of MetaCities Excellence Hub in South-Eastern Europe (METACITIES) project, prepared as part of the Work Package (WP) 6 “Dissemination, Engagement and Knowledge Transfer” and addresses Task 6.1 ‘Dissemination & communication activities ‘.

METACITIES is fully committed to the main objective of establishing an Excellence Hub for future cities and regions in Southeast Europe, built upon Digital Twins (DTs) and metaverse technologies, through cross-border collaboration focusing on innovation and engaging all different categories of actors of the Quadruple Helix (QH). To this end, specific domains with strong social footprint are selected as reference implementations in order to guide and validate the proposed framework and efficiently coordinate the input from the different actors, academic, business, public authorities and societal actors, comprising the three participating clusters, Cyprus, Greece and Bulgaria.

The aim of the dissemination and communication activities within the project is to inform as many people as possible about the existence, the activities, and the results of the project. For this purpose, various communication actions are undertaken to promote the visibility of the project and its impact. This greatly benefits the project and also the partners, as the project results can be further exploited or used in future research projects. The launch of an official webpage for METACITIES project belongs, according to the Grant Agreement (GA), to the mass and general communication strategy that has been defined for promoting the project and its main results by establishing and keeping up to date the informational website of the project. Social media posts are expected to enhance the online presence of the project and its outreach to wider audiences, so they will be an indispensable part of the dissemination activities.

This document establishes METACITIES’ website and social media accounts. The description and analysis include the methodology behind the design and the implementation of a powerful, modern and user-friendly website with multi-browser and multi-device compatibility. Moreover, the administration of the website is also described in this document. The content of the website will be continuously updated with dissemination material (i.e., newsletters, publications, results, etc.) until the completion of the project. The first version of the website is ready and publicly available at https://metacities-hub.com/. Access to the social media accounts is also provided through this document. LinkedIn [1], Twitter [2] and YouTube [3] accounts have already been setup and are accessible via the following links https://www.linkedin.com/company/metacities-excellence-hub-in-south-eastern-europe/ , https://twitter.com/MetacitiesH and https://www.youtube.com/@metacitieshub/featured. Lastly, the links to access the METACITIES’ social media accounts and website have already been provided to the project consortium.

2 Introduction

The deliverable "D6.1 Project Website and Social Media Presence" of METACITIES project is part of WP6 "Dissemination, Engagement and Knowledge Transfer" and it refers to the construction and publishing of the project's official website itself and the setup of other social media channels, such as LinkedIn [1], YouTube [3] and Twitter [2].

2.1 Mapping METACITIES Outputs

This section presents the METACITIES Grand Agreement (GA) commitments, as extracted from the formal deliverable and task description, in respect to their outputs and work to be performed. The purpose is to aid the reviewer in finding the specific sections of the document where the respective tasks' requirements are addressed but also to guide the author through and serve as a check list to address everything that is needed to be addressed.

Table 2-1 Adherence to METACITIES GA Deliverable & Tasks Descriptions

METACITIES GA Component Title	METACITIES GA Component Outline	Respective Document Chapter(s)	Justification
DELIVERABLE			
D6.1 - Project website and social media presence	"Project website and social media presence. Regularly updated.".	**3** –METACITIES Logo **4** – METACITIES Website **5** - METACITIES Social Media presence	The deliverable describes the visual identity of the project in detail, such as the logo, the website and the social media channels created. Therefore, in this deliverable the following can be found: • Description and screenshots from METACITIES' website. • Description and screenshots from METACITIES' social networks. • Methodology followed during the website design and implementation. • The administration of the website [WordPress Content Management System (CMS)].
TASKS			
T6.1 - Dissemination	"This task will implement the dissemination and communication of	**2** - Introduction	In the respective document, some of the tools that the

& communication activities (M1-M48)	the project goals, SW products, reports, results, achievements, and other outputs. The process of communication and dissemination of the results will be executed in a systematized way through the elaboration of a Plan according to the article 17 of the model grant agreement of HEU. The dissemination and communication channels and actions as defined in Section 2.2 will serve as a baseline to achieve the goals in this task. Participants will ensure visibility of the project activities through several traditional and electronic dissemination and communication material sent out to a large pool of stakeholders (see Tables 2.1, 2.2). (Output: D6.1, D6.2A, B, C)".		project consortium is going to use for internal and external communication are mentioned. It, therefore, refers to the METACITIES visual identity, as well as various dissemination tools that have been developed at the beginning of the project (M1). Such tools refer to the project website, as well as social media accounts such as LinkedIn, Twitter and YouTube channel. The rest of the task requirements especially related to the D&C plan will be thoroughly addressed in upcoming deliverable D6.2A to be submitted in M12. The objective of the respective accounts is to attract and engage a wide and versatile community in the project activities. The number of followers and website visits are continuously tracked and mentioned in this document and screenshots of posts are provided as well.

2.2 Target Groups and Audience

As described in the project's Grant Agreement (GA), the website's and social media accounts' target audience is its consortium, the industry, institutional organizations, funding agencies, municipalities, technological, research and academic communities, governmental bodies, policy authorities, societal actors as well as the general public. The major aim is to implement an intensive, yet clear, strategy and conduct effective dissemination, communication, and exploitation (D&C&E) activities from the very early stages of the project's lifetime. All partners are committed to mobilize the appropriate stakeholders to multiply the effects of D&C&E activities. Considering the inter-relation between the diverse activities to maximize the project's impact. Moreover, the project's dissemination and communication tools aim to attract potential collaborators and investors, and establish synergies with other projects. To make the most of a project and its outcomes, it's crucial to carefully and effectively share information with the right audience in a clear, compelling way. This includes using appropriate language and methods to ensure the information is well-received and understood. Effective communication is essential to a successful dissemination strategy. Target values regarding the project website visitors and social media followers have been set. Specifically, we are aiming to attract more than 10.000 website

visitors by M48 and more than 2.000 social media followers by M36. Last but not least, the website will be maintained and updated regularly, running also for 3 years after the end of the project to support the sustainability plan for an Excellence Hub that will act as a sustainable network of cross-border, interconnected innovation ecosystems. During that time, all consortium partners will be asked to share the METACITIES posts and news with their network to increase the outreach of the project.

2.3 Deliverable Overview and Report Structure

The Deliverable 'D6.1. Project website and social media presence' of the METACITIES project is of significant importance since it marks from an early stage the "online" dissemination activity and the initial web presence and visibility of the METACITIES project. The first website version was set up during the first month of the project (M1-January 2023) and is continuously updated. To support knowledge dissemination and impact creation, all public deliverables will be published on the project's website, which will be constantly updated until the end of the project.

The project's website has been designed, developed and launched by eBOS Technologies, and will be the main public source for all project's activities and outputs as well as objectives, updates, latest developments, information, description, dissemination activities and other events or gatherings relevant to the METACITIES project and its stakeholders. Correspondingly, the project's social media profiles were also created by eBOS Technologies as additional dissemination tools and will be frequently updated until the completion of the project.

Based on the objectives and work carried out under task T6.1, this document starts with the Executive Summary in Chapter 1 followed by the introduction of the document in Chapter 2. The METACITIES' visual identity is illustrated in Chapter 3, as it provides the readers with the METACITIES' logo. Chapter 4 provides an extensive description of the project's website. The website structure, the developed method used, along with its navigation headings and the constantly updated content are presented together with screenshots from the project's official website. In addition, information in regard to the privacy and cookies policy of the METACITIES' website is available, and Google Analytics results are also provided. Chapter 5 introduces the social media accounts of the METACITIES' project (LinkedIn [1], Twitter [2], YouTube [3]) and lastly Chapter 6 gives the conclusions of the document.

3 METACITIES Logo

Chapter 3 refers to the METACITIES Logo. The brand of the logo as the project's main visual identity had to be established before the website design considering that it had to be "eye-catching" and attractive. The final METACITIES' logo was designed, taking into account the METACITIES' core subjects such as smart cities, Digital Twins and Metaverse. Figure 3-1 below shows the METACITIES' logo, which after several iterations, based on partners' feedback, drew the main inspiration of the transition of the physical world to the digital era. The logo is a cornerstone of all dissemination materials and will be used in various formats in banners, posters, flyers (printable and digital material) for the promotion of the project.

Figure 3-1 METACITIES' Logo

4 METACITIES Website

Chapter 4 describes in detail the METACITIES website that has been developed to serve as the public presence of the Project. It is a website that utilizes the latest technology to deliver rich information to the visitor. The METACITIES website is part of the dissemination activities undertaken for this project. The scope of the project's website is to connect with relevant stakeholders and the general public and inform the audience about the project's objectives, progress, activities, news and updates, as well as the METACITIES' developments and results. To this end, the project consortium will be sharing the METACITIES periodic Newsletter, once every six months. To develop the project's website, eBOS took into account the colours of the METACITIES logo, as well as its key subjects (smart cities and digital twins).

In collaboration with the project's coordinator, UPAT, eBOS has launched the METACITIES website on January 17th (M1), which can be accessed by this link: https://metacities-hub.com/ .

Effort will be constantly put in order to maintain, update and enhance the functionalities of the website.

4.1 Website structure and methodology

WordPress [4] Content Management System (CMS), a web design platform, was used to develop the METACITIES website. For the design and implementation of the METACITIES' official website, the user interface design principles and user experience have been taken into consideration. The user interface design standards and requirements defined in the Grant Agreement (GA) were taken into account to set the METACITIES website content and structure. The website was designed to be user-friendly and practical and provide 'rich' content information in order to benefit the experience of the users navigating the various website pages. The users can access the project's website from various devices such as laptops, tablets, smartphones, desktops, and PCs, ensuring secure multi-device and multi-browser compatibility. Furthermore, the following Graphical User Interface (GUI) Design Principles [5] were adapted in METACITIES website interface design and implementation:

- **Aesthetically pleasing visual:** Delivers visual appeal by following presentation principles and graphic design:
  - Provides meaningful contrast between screen elements
  - Generates groupings while aligning groups and screen elements
  - Uses graphics and colours effectively and simply
- **Comprehensibility:** The interface is instinctive easily understood, and the flow is simple to learn
- **Control**: The user controls the interaction, and in particular:
  - Actions result from explicit user requests
  - Actions are performed quickly
  - Actions can be interrupted or terminated
  - The user is never interrupted by errors
- **Simplicity**:
  - Provide as simple interface as possible
  - Common actions are made simple
  - Features important functions prominently
  - Minimizes screen alignment points
  - Uniformity and consistency are provided throughout the website
- **Efficiency**:
  - The design minimises user's eye and hand movements
  - Transitions between various system controls flow easily and freely
  - Navigation paths are as short as possible
- **Clarity**: The interface is conceptually, linguistically and visually clear
  - Visual elements
  - Functions

    - Text, words and metaphors
- **Consistency**: The interface looks, acts, and performs in a consistent manner
    - The same actions always yield the same results
    - The position of basic elements remains the same

4.2 Website Navigation Structure

Well-known and effective technologies such as JavaScript, CSS3, and HTML5 have been adopted during the design and development of the METACITIES website, in order to archive high-quality results, cross browser and multi-device compatibility.

As mentioned above, the METACITIES website will serve as the main dissemination tool, which reaches out not only to the general public but also to interested stakeholders who can in many ways benefit from the project or get involved in the project's activities. Thus, the project website:

- presents the METACITIES project in general;
- presents the main objectives of the METACITIES project;
- disseminates the METACITIES project progress, events and activities;
- disseminates the METACITIES project's public documents and/or deliverables
- aims to inform and engage the general audience and;
- aims to attract and engage additional interested stakeholders.

The "Get Involved!" and the "Contact Us" pages were created to attract and engage interested bodies and stakeholders to subscribe and join a network of stakeholders, learn more about the project or participate in the METACITIES activities as well as get in touch with the project's partners. An '*Expression of Interest Form'* will be soon available on the "Get Involved!" page for those interested in learning more or being part of our activities. Figure 4-1 illustrates the METACITIES design structure, aiming to reflect and effectively present the project's concept, materials, activities, events and news, as well as the METACITICES outputs and results.

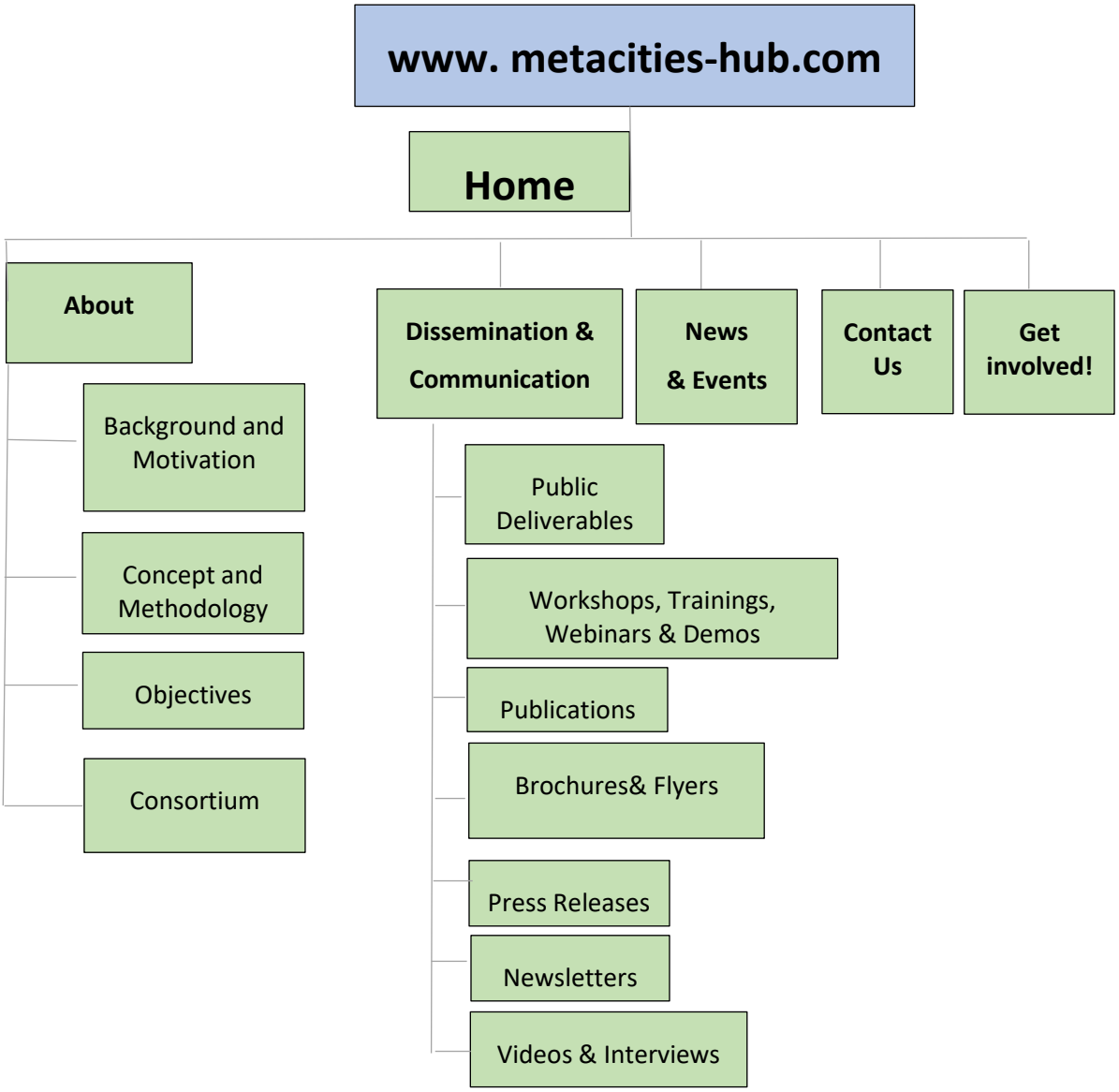

Figure 4-1 METACITIES Website Structure

4.2.1 The “Home” page

The first page that METACITIES users can see when entering the METACITIES website is the “Home” page. The “Home” page promotes a quick view of the content of the website while scrolling pages, as well as the project’s logo, and provides the audience with an early experience of what the project is about. For example, it reflects METACITIES’ scope and objectives, the project consortium, as well as relevant news, and the main project’s contact details. The header hosts the main navigation menu and links to social media channels of the METACITIES Project. Figure 4-2 and Figure 4-3 illustrate various screenshots from the “Home” page of the METACITIES website. Action buttons that direct the users to the METACITIES’ social media pages are also included as an alternative type of communication and advertisement of the project’s channels.

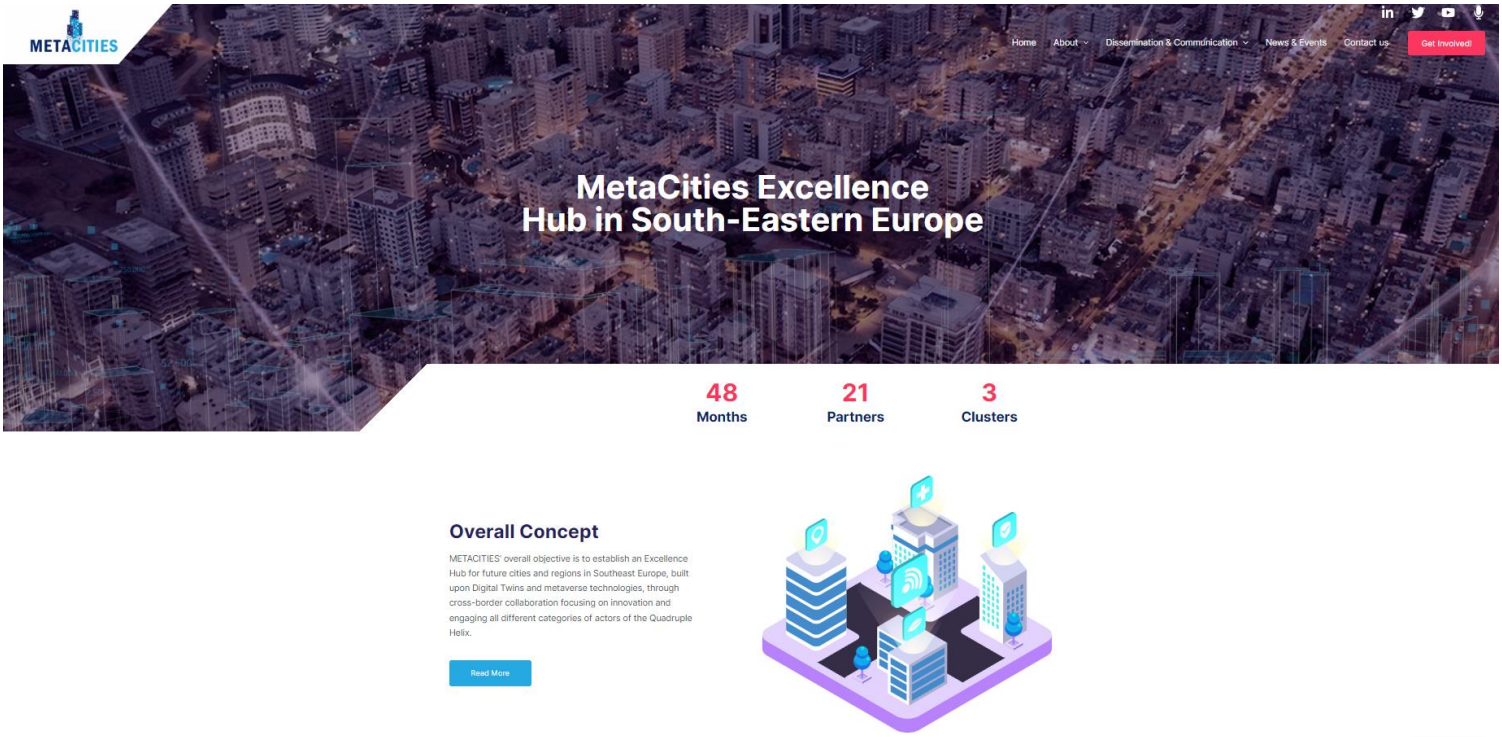

Figure 4-2 METACITIES Home page

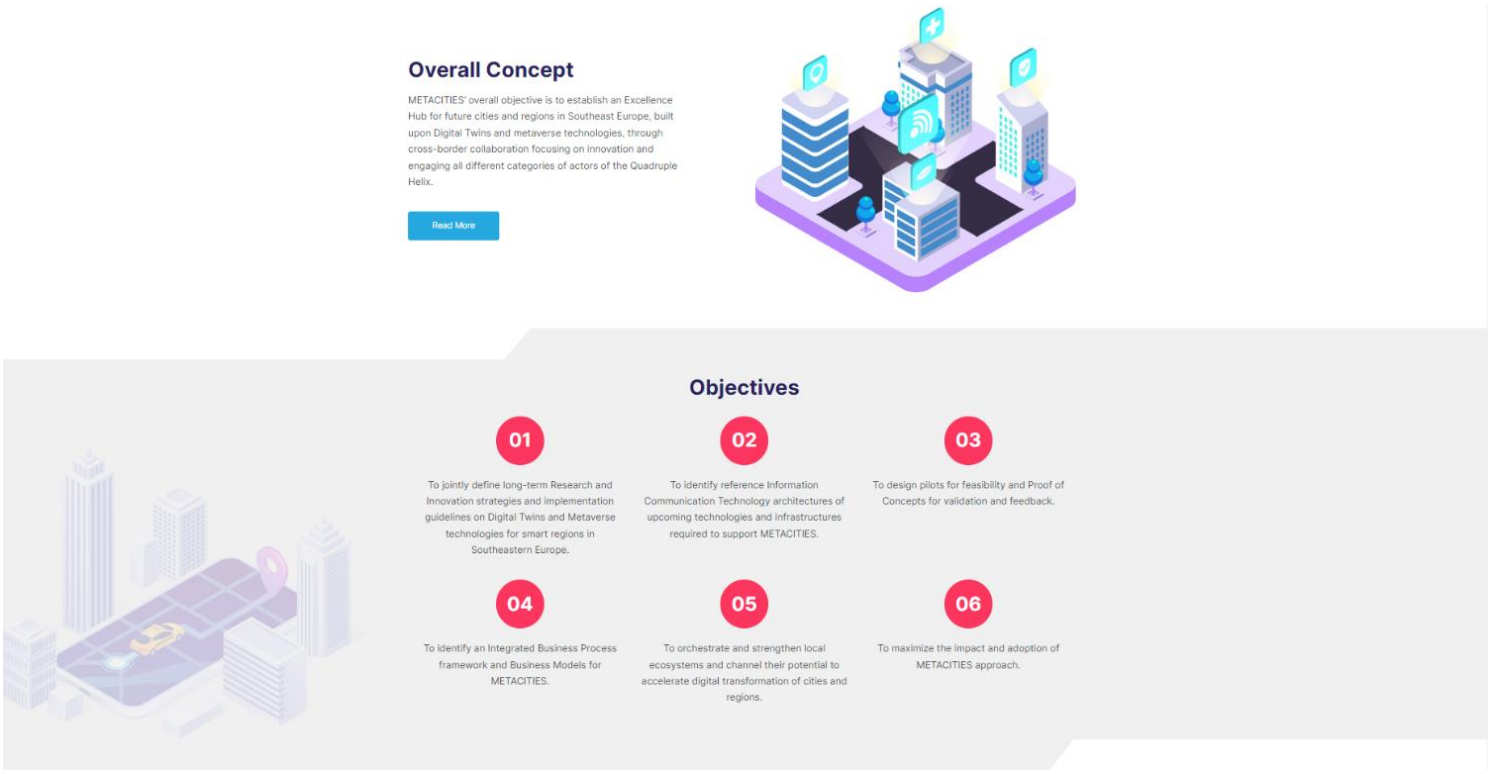

Figure 4-3 METACITIES Home page

4.2.2 The "About" page

By navigating the "About" page, the users can view a brief description of the METACITIES project, and specifically, background information, the project's overall concept and methodology, as well as the project's objectives and the project consortium (Figure 4-4). Therefore, the "About" page is a drop-down menu that highlights the options leading to those subpages. The information and content provided on the respective page is in alignment with the METACITIES Description of Action (DoA).

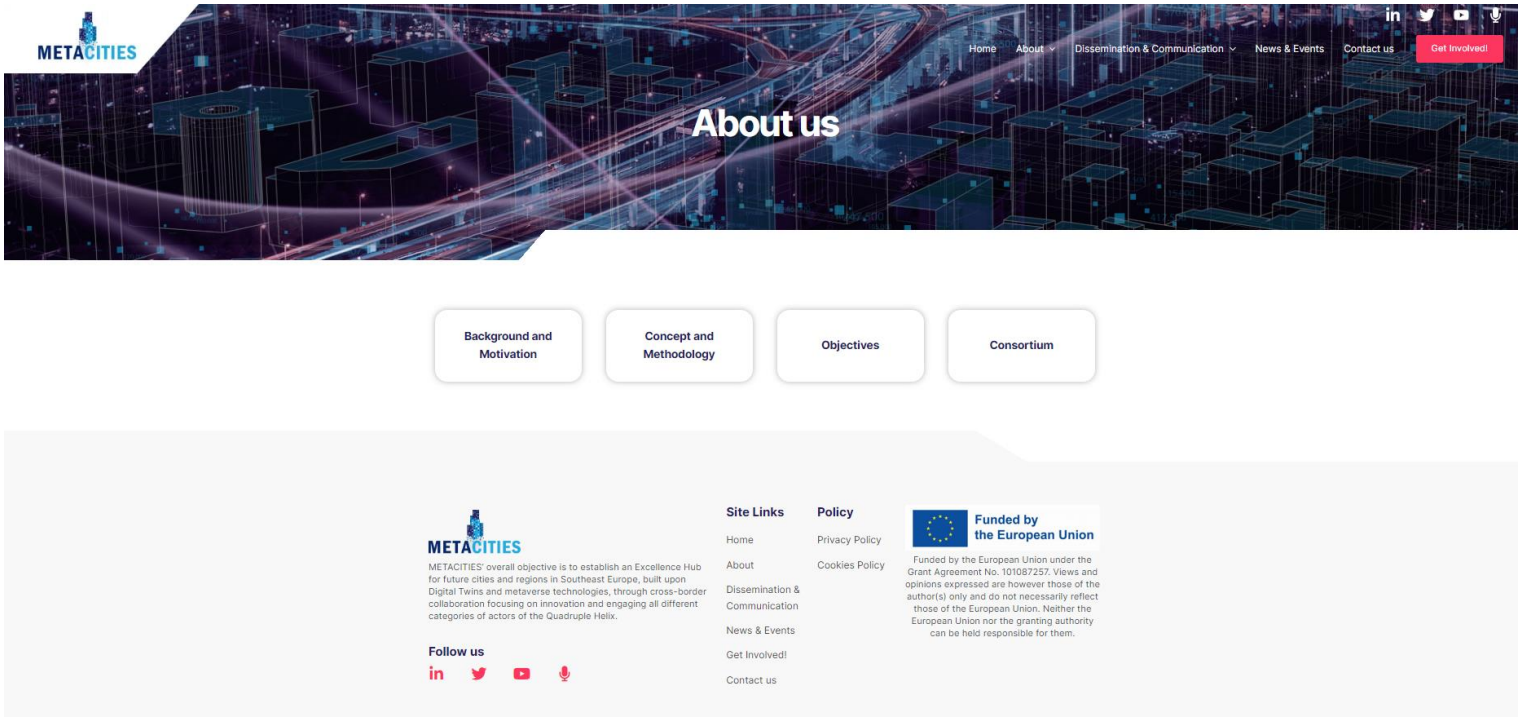

Figure 4-4 METACITIES About page

4.2.2.1 The “Background and Motivation” page

The “Background and Motivation” page provides the users with a background information on the field of smart cities and Digital Twins. It briefly explains that smart cities and smart regions are nowadays positioned at the intersection of digital technology, disruptive innovation and urban/rural environments for citizens, entrepreneurs and policy makers. Additionally, it underlines that the concept of becoming ‘smarter’ by means of accelerating the adoption of digital technologies and rapidly introducing solutions across all sectors of community activities is nowadays essential. More specifically, this page highlights the significance of investing in Digital Twins to increase the chances of creating effective innovative ecosystems that will take advantage of the potential of each region and lead the developments in this field. (Figure 4-5).

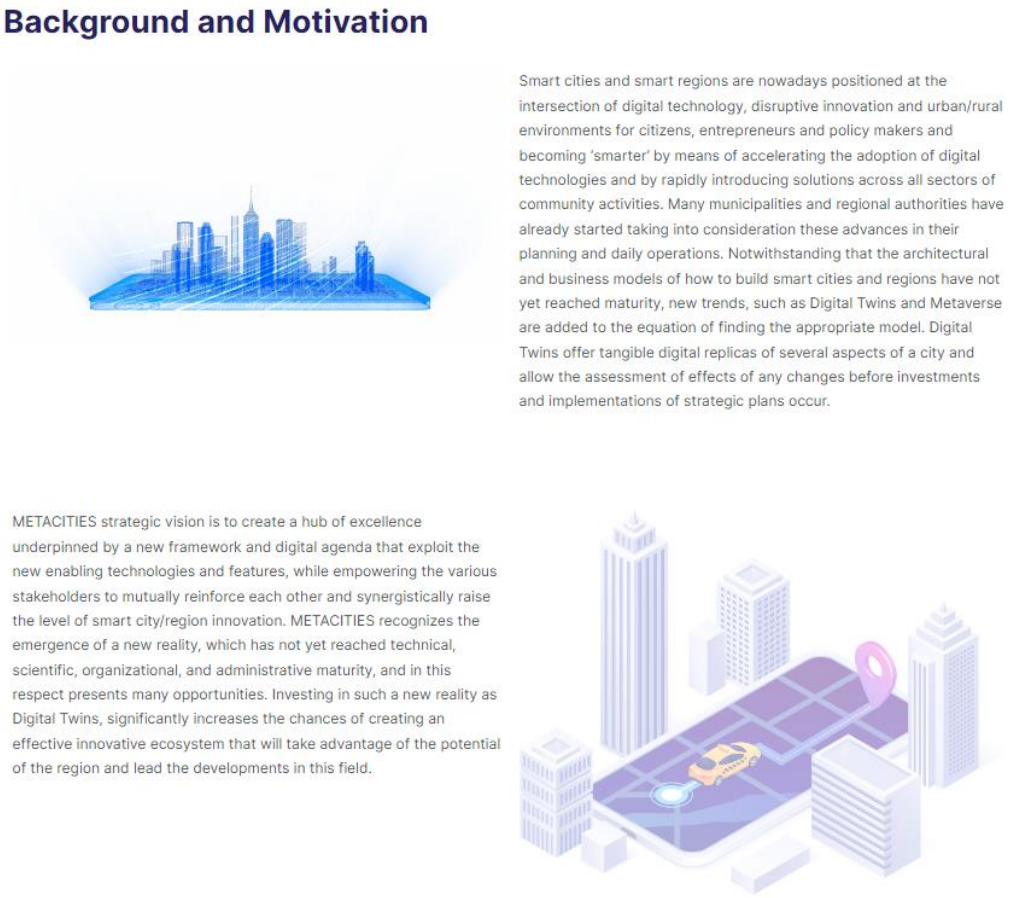

Figure 4-5 METACITIES Background and Motivation page

4.2.2.2 The “Concept and Methodology” page

This page reflects the concept and methodology the project consortium approached for the METACITIES project. It provides an overview of the project’s scope, which is to create an Excellence Hub that spans a large geographical area, that of South-eastern Europe, consisting of partners involved in the Quadruple Helix (i.e., scientific, industrial, social, public) with the aim to collaboratively design common digital Research and Innovation strategies, policies, and joint pilots, orchestrated towards the benefit of the citizens, the stakeholders, the local ecosystems and the growth of the whole southeast European region. Based on this, a screenshot of the METACITIES overall concept and methodology is provided in Figure 4-6 and Figure 4-7 below.This page briefly states the three project’s pilots and demonstrators drawn from specific smart city sectors, jointly contributed by the three Southeastern Europe clusters:

1) The **Greek Pilot** focuses on **Smart Mobility in the region of Patras**.
2) The **Bulgarian Pilot** focuses on **Smart buildings and Energy efficiency in the region of Burgas**.
3) The **Cypriot Pilot** focuses on **Smart Urban Planning**.

Figure 4-6 METACITIES Concept and Methodology page

Methodology

As summarized in Figure 2, METACITIES project adopts a systematic process in carrying out the project activities, consisting of the following building blocks:

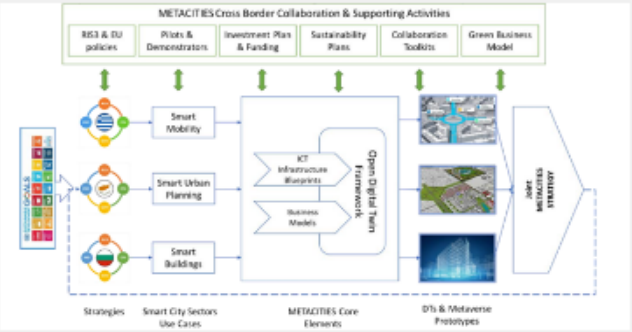

Figure 2:METACITIES Methodology& Action Plan.

01

METACITIES Excellence Hub

The METACITIES Excellence Hub aims to establish a cross-border collaboration of place-based innovation ecosystems, which adopt the Quadruple Helix approach to jointly define, propose and carry-out research, development, and experimentation activities.

02

METACITIES Core Elements

- Identification and Coordination of the core elements required to build smart cities of the future underpinned by Digital Twins and Metaverse.
- Development of designs and guidelines.
- Recommendations in the form of architectural blueprints and best practices for the necessary Information Communication Technology infrastructures and platforms.

03

Pilots, Demonstrators and Prototypes

METACITIES will design pilots and demonstrators drawn from specific smart city sectors, jointly contributed by the three Southeastern Europe clusters illustrated in Figure. Prototypes will be executed to act as Proof of Concepts in each of the three selected smart city sectors by building instances of the proposed Digital Twins and Metaverses according to the Open Digital Twin Framework and using actual Information Communication Technology infrastructures contributed by the project's partners.

- The **Greek Pilot** focuses on **Smart Mobility in the region of Patras**. Detailed mobility use cases will be designed, and Digital Twins will be identified and described, representing characteristic mobility cases of the city of Patras. Real traffic data, driver behavioral models and mobility algorithms will be integrated to the Digital Twin to evaluate mobility scenarios with the objective to justify the introduction of new mobility related policies and support investment plans.
- The **Bulgarian Pilot** deals with **Smart buildings and Energy efficiency in the region of Burgas**. Indicative use cases that will be specified include potential uses of renewable sources of energy (PV), budget planning for energy usage and buildings renovation. Artificial Intelligence and Machine Learning algorithms will be used to detect patterns and solve problems regarding energy efficiency, air quality or climate conditions, aiming to formulate data-driven policies and investment strategies.
- The **Cypriot Pilot** deals with **Smart Urban Planning**. It will make use of interactive and immersive technologies to visualize and understand smart city data. By overlaying physical modelling, a 4D map will be used to forecast expected and predicted actions and behaviors of the environment and of other users, follow the history, and to check and control the function of solutions created for different problems in the city.

04

Green business models, detailed action, investment and sustainability plans

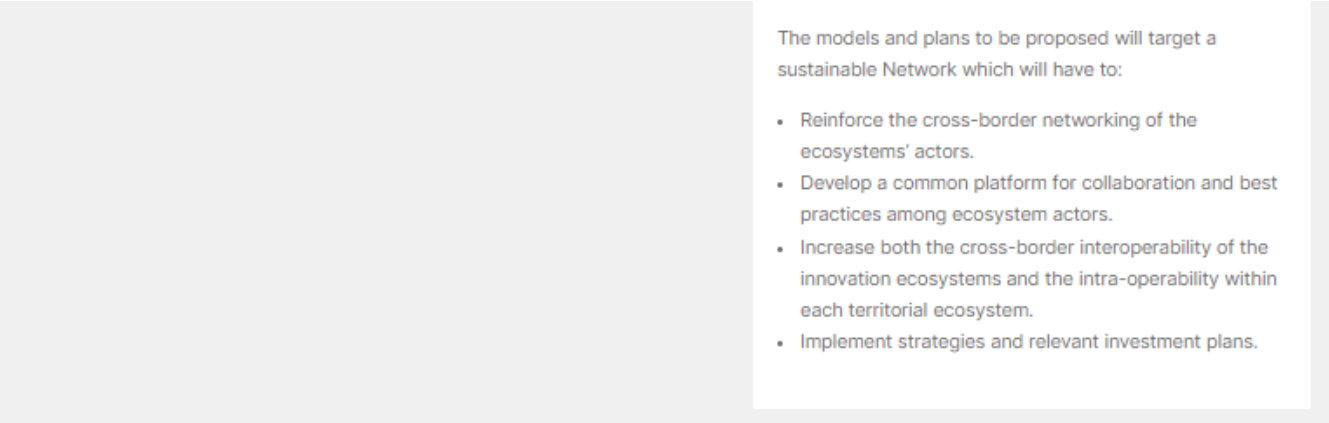

Figure 4-7 METACITIES Concept and Methodology page

4.2.2.3 The “Objectives” page

On this page, the METACITIES objectives are illustrated so the users can gain a better understanding about project’s scope and approach. The main project’s objectives are six, and are presented in the following Figure 4-8. The objectives are illustrated in a circle and can be visualized by clicking on the respective number.

Figure 4-8 METACITIES Objectives page

4.2.3 The "Consortium" page

The "Consortium" page (Figure 4-9) lists the project partners representing the METACITIES Consortium, providing the project partners' names and corporate logos. By clicking on each partner's thumbnail, the visitors can be directed to the respective website.

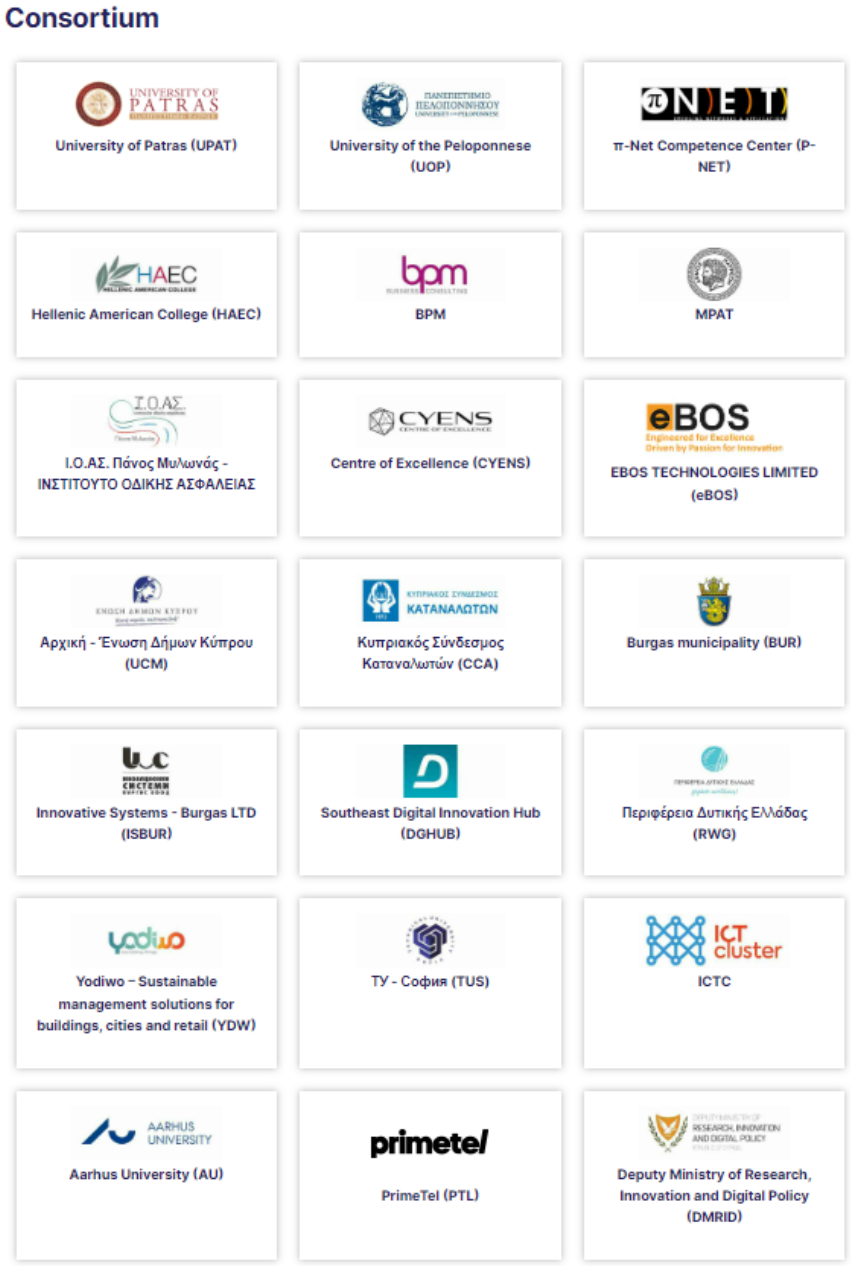

Figure 4-9 METACITIES Consortium page

4.2.4 The "Dissemination & Communication" page

The "Dissemination and Communication" page includes all the ongoing dissemination and communication channels and tools (**Error! Reference source not found.**) that the project consortium will be using to disseminate the METACITIES project and its results. More specifically, what is going to be disseminated is:

i. Public Deliverables
ii. Workshops, Trainings, Webinars & Demos
iii. Publications
iv. Brochures and Flyers
v. Press Releases
vi. Newsletters
vii. Videos & Interviews

The content of these pages will be updated during the project, with the pertinent dissemination material as soon as it is produced.

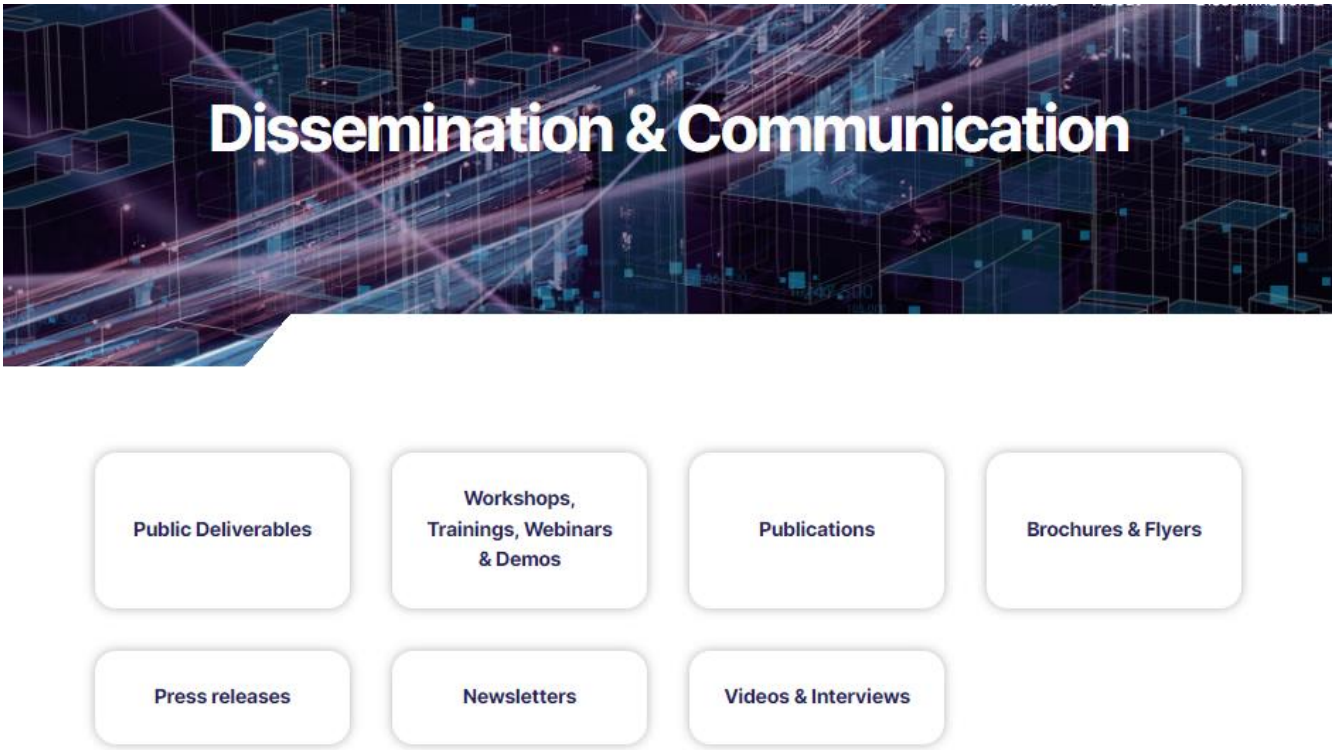

Figure 4-10METACITIES Dissemination & Communication page

4.2.5 The “News & Events” page

On this page the METACITIES users will be informed concerning the project’s news, workshops, press releases, ongoing actions and project progress and results, as well as the partners’ planned meetings and gatherings. To this end, the “News & Events” page will be regularly updated, based on the project’s relevant activities and updates not only in the METACITIES consortium countries, but also at a pan-European level, and beyond.

Figure 4-11 METACITIES News & Events page

4.2.6 The "Get Involved!" page

The "Get Involved!" page is aiming to attract website visitors to get involved and get to know the METACITIES project better (Figure 4-12). Interested individuals and stakeholders can find out about the various activities implemented and become aware of the impact of those actions. On this page, various stakeholders and any other individuals interested in the project will be informed on the ways they can get involved in the project's activities, and by completing the Expression of Interest Form which will be later on created for this purpose, they will be confirming their commitment to the project. Some examples of commitment expected in the project are their involvement in the project's workshops, trainings, experiments and trials, and also clustering activities that will be taking place throughout the project lifecycle.

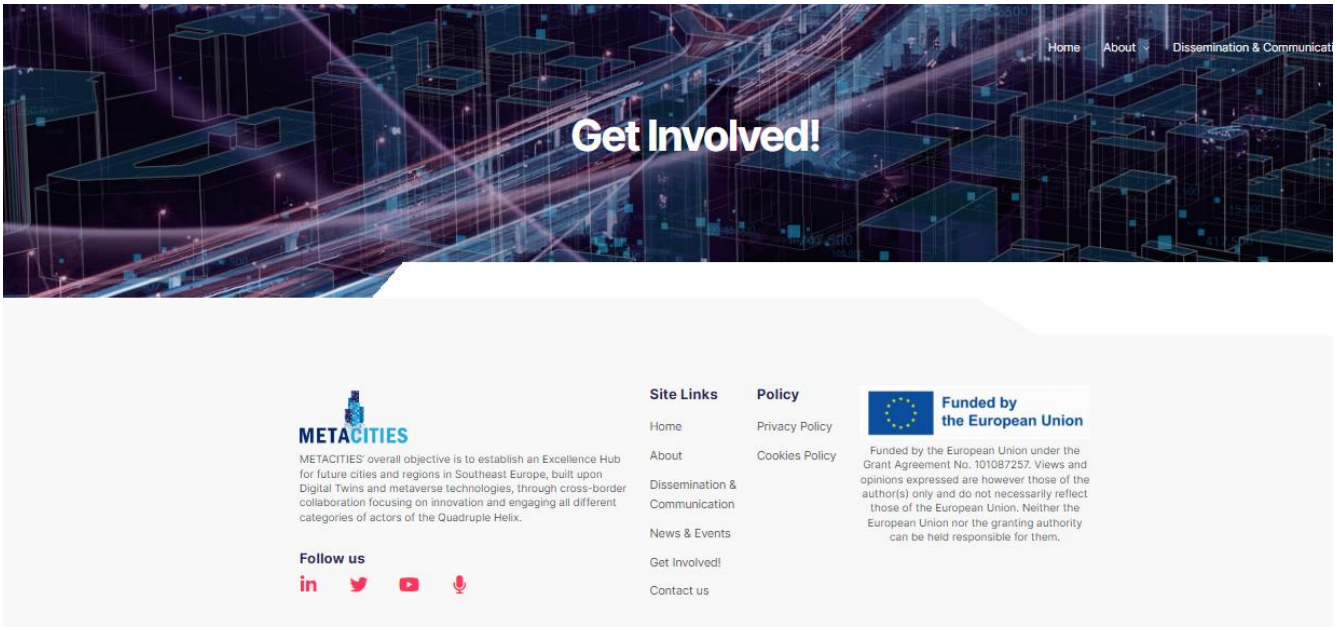

Figure 4-12 METACITIES Get Involved page

4.2.7 The "Contact Us" page

On this, last page of the website (Figure 4-13), the METACITIES users will have the opportunity to contact the project consortium and submit their requests and queries through an online form, or via the project's general email address. The email will be monitored by the Dissemination and Communications Manager, and the Project Coordinator.

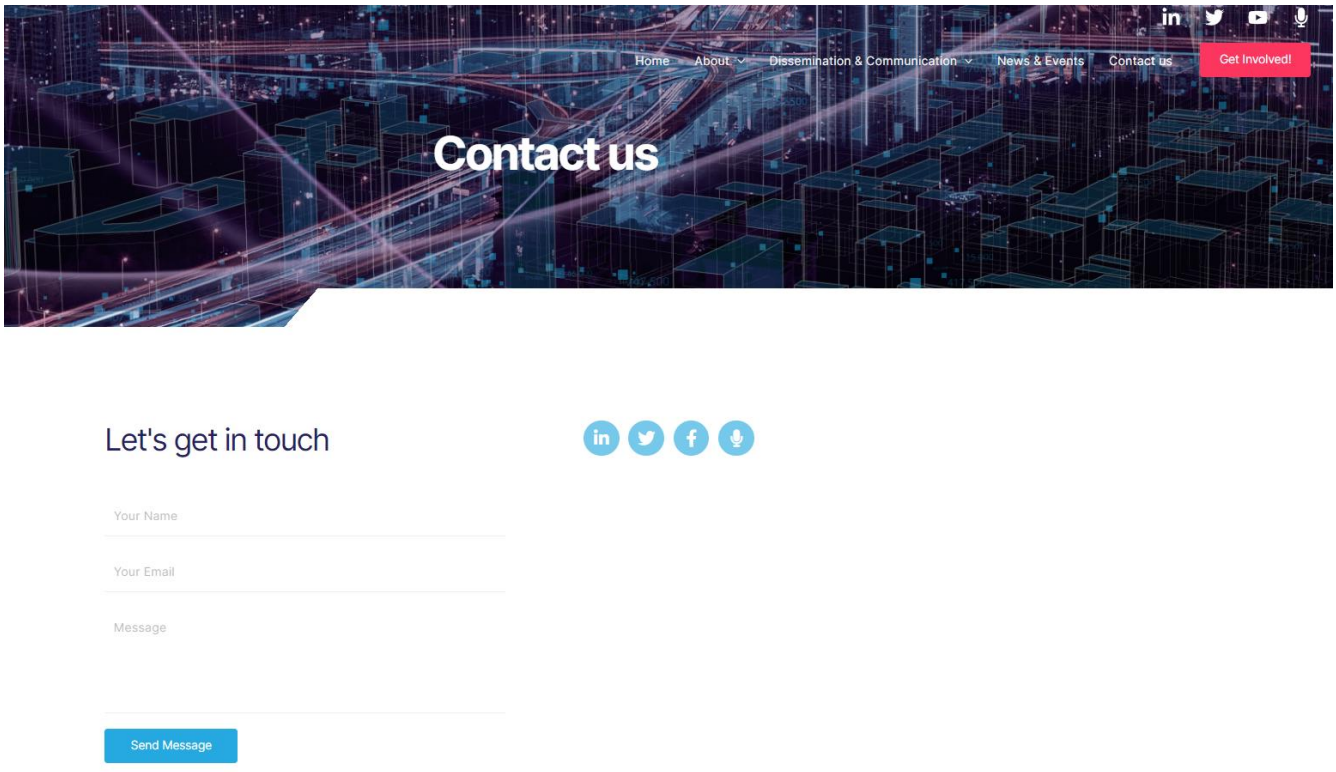

Figure 4-13 METACITIES Contact Us page

4.2.8 Privacy Policy and Cookies Policy

Loading the METACITIES website for the first time when visiting the “Home” page, the METACITIES users can see on their screens the “Manage Cookie Consent” window (Figure 4-14). This is to inform them that the project’s website is maintaining a record of their visits to the website’s pages, but also for internal purposes, to help the Dissemination and Communications Manager of the project to keep track of the traffic and total visits of all users to the website. Aligned with the EU GDPR [6], the cookies are powered by the WordPress General Data Protection Regulation (GDPR) Cookie Compliance plugin [7] , which can be seen by clicking on the “Cookies Policy”, and the “Privacy Policy” (Figure 4-15 and Figure 4-16).

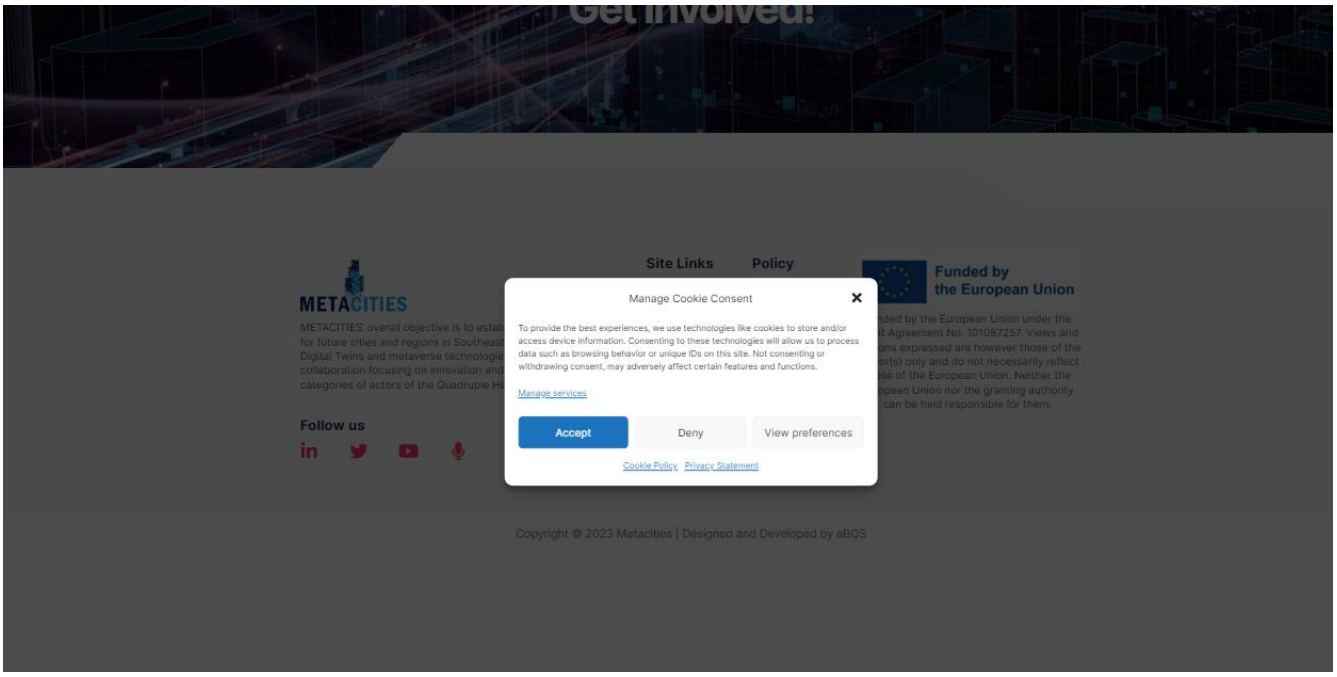

Figure 4-14 METACITIES Accept Cookies option

In order to make your visits to our project Site as pleasant as possible, the METACITIES Consortium uses cookies. These cookies automatically track and collect certain technical information that your browser sends to us. This information might include Internet protocol (IP) addresses, the browser type, browser language, Internet service providers (ISP), referring/exit pages, URLs, operating systems, date/time stamps, and other similar information. However, this information doesn't identify individual users and we use it exclusively to analyze trends, to administer the site, to track user movements around the site as a whole to improve the services provided.

What is a Cookie?

Cookies are simple text files downloaded to your computer or mobile device when you visit a website or page, so the website can recognize your device the next time you visit. They're essential for easy navigation, making your experience faster, easier, and more personalized. The term "cookies" in this Policy is used to refer to all files that collect information in this way.

There are many functions cookies serve. For example, they can help us to remember your language preferences or login information or analyze how well the site is performing, or even allow us to recommend content we believe will be most relevant to you.
There are cookies set by us called first party cookies;

A third-party cookie is a cookie that is associated with a domain name different from that of the page where the cookie is encountered. Third-party cookies are placed by the external social media profiles used in METACITIES website.
Third-party cookies are different from First-party cookies, which are associated with the domain of the page being visited.

Types of Cookies

1. **Strictly Necessary Cookies**
   These are the most important cookies because they are essential for the operation of the site. You need them to move around our website and access many basic features. If you opt to disable these cookies, you will not be able to access or use the project's website at all.
2. **Functionality Cookies**
   We use functionality cookies to allow us to remember your preferences. They record information about choices you've made on our website, such as language etc.
3. **Performance / Analytics Cookies**
   We utilize performance/analytics cookies to analyze how the Website is accessed, used, or is performing in order to provide you with a better user experience and to maintain, operate and continually improve the Website. For example, these cookies allow us to better understand our website's visitors so that we can improve how we present our content or collect general and not personalized information about Website visitors such as what browsers or devices they are using, determine the number of first-time users etc.

Within these three categories, cookies are classified as either session or persistent cookies. "Session" cookies are temporary and once you close the browser window, they are deleted from your device.

"Persistent" cookies remain on your device for a longer period and are used by the website to recognize your device when you return.

Retention period of the Cookies we use

Figure 4-15 METACITIES Cookies policy

Introduction

This Privacy Notice will inform you as to how the METACITIES Consortium (hereinafter referred to as the "Consortium", "we", "us" and "our") collects and processes information about you and in particular your personal data. We hereby assure you that this Privacy and Personal Data Protection Policy ("Policy") fully respects and complies with EU Regulation 679/2016 ("Regulation") and any other relevant legislation.

The processing of personal data, such as name, address or e-mail address of a data subject shall always be in line with the General Data Protection Regulation (GDPR), and in accordance with the country-specific data protection regulations applicable to the METACITIES Consortium. Through this data protection declaration, we would like to inform anyone concerned and the general public of the nature, scope, and purpose of the personal data we collect, use and process. Furthermore, data subjects are informed, by means of this data protection declaration, of the rights to which they are entitled.

As the data controller, the METACITIES Consortium has implemented numerous technical and organizational measures to ensure comprehensive protection of personal data processed through this website.

Useful Definitions

- **Personal Data**
  Personal Data is any information relating to an identified or identifiable natural person ('data subject'); an identifiable natural person is one who can be identified, directly or indirectly, indicatively by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.
- **Personal data breach**
  Personal data breach is a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to personal data transmitted, stored or otherwise processed.
- **Controller**
  Controller is the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.
- **Processor**
  Processor is a natural or legal person, public authority, agenkpi or other body which processes personal data on behalf of the controller.
- **Processing**
  Processing is any operation or set of operations which is performed on personal data or on sets of personal data, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
- **Third party**
  Third Party is a natural or legal person, public authority, agency or body other than the data subject, the controller, the processor and persons who, under the direct authority of the controller or processor, are authorised to process personal data.

Figure 4-16 METACITIES Privacy policy

4.2.9 Website Administration

The administration site of the METACITIES website has been developed with the use of WordPress (version 6.1.1) [4], a web-based software that professionals use to design a website, with additional focus on security, accessibility, performance and user-friendly features which are regularly maintained throughout the project. WordPress [4] is aligned with GDPR regulations [6] and is distributed by a key web hosting solutions company, the "Bluehost".

The page demonstrated when the administrator logins the WordPress [4], is illustrated in Figure 4-17. Furthermore, the administrator can use the navigation menu found on the left side of the website, to view the website pages. The administrator can also create and duplicate pages, edit, or even rename or delete them, as well as upgrade relevant content, using SEO plug-ins that help with the visibility of the website to more potential visitors.

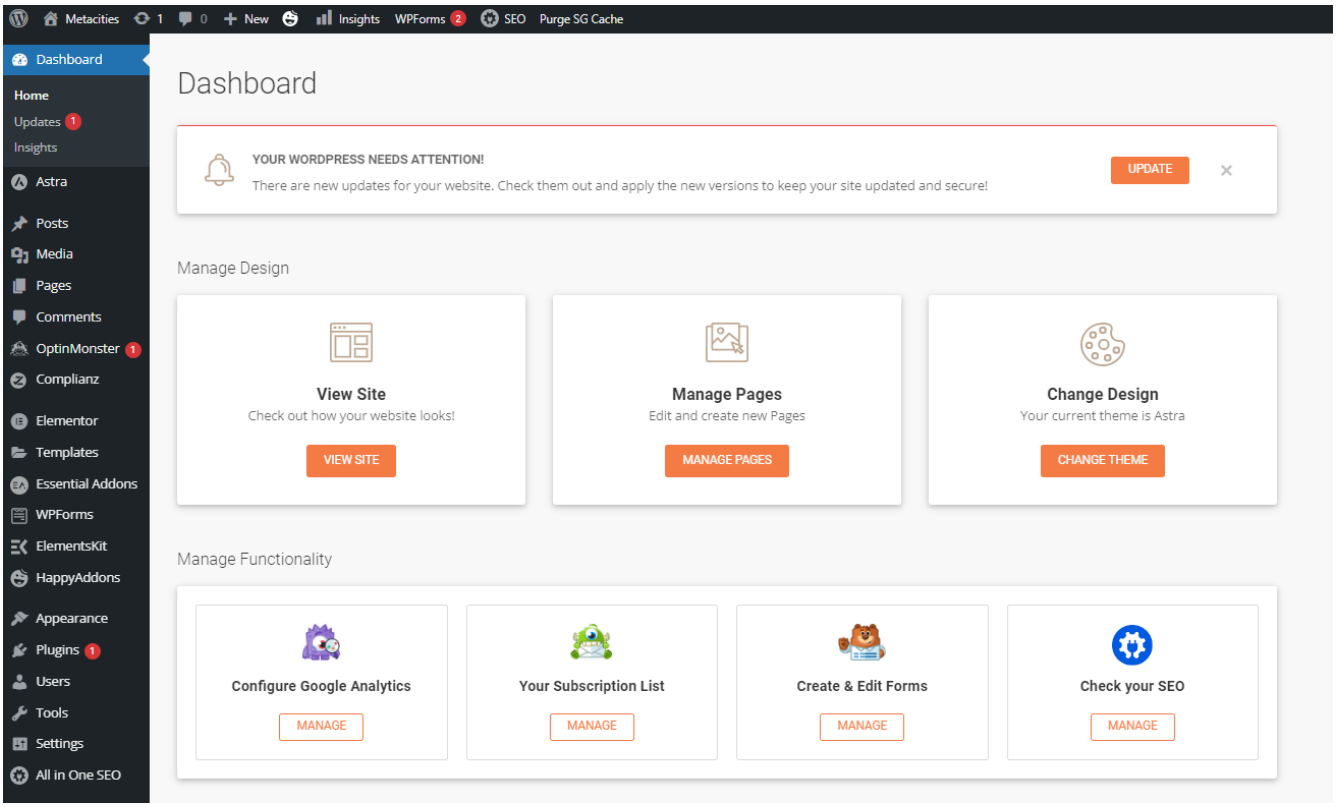

Figure 4-17 METACITIES WordPress page

In addition, the project Coordinator, as well as the Dissemination and Communication Manager have access to the Google Analytics of the METACITIES project, aiming to observe and report the website's traffic and results. This tool assists the project consortium to track the activities within the website and relevant information. Until the 24th of January 2023, 11 users have visited the METACITIES website, as presented in **Error! Reference source not found.** below. The website Google Analytics will be tracked by the Dissemination and Communication Manager of the project, and updated statistics will be periodically provided to the project consortium.

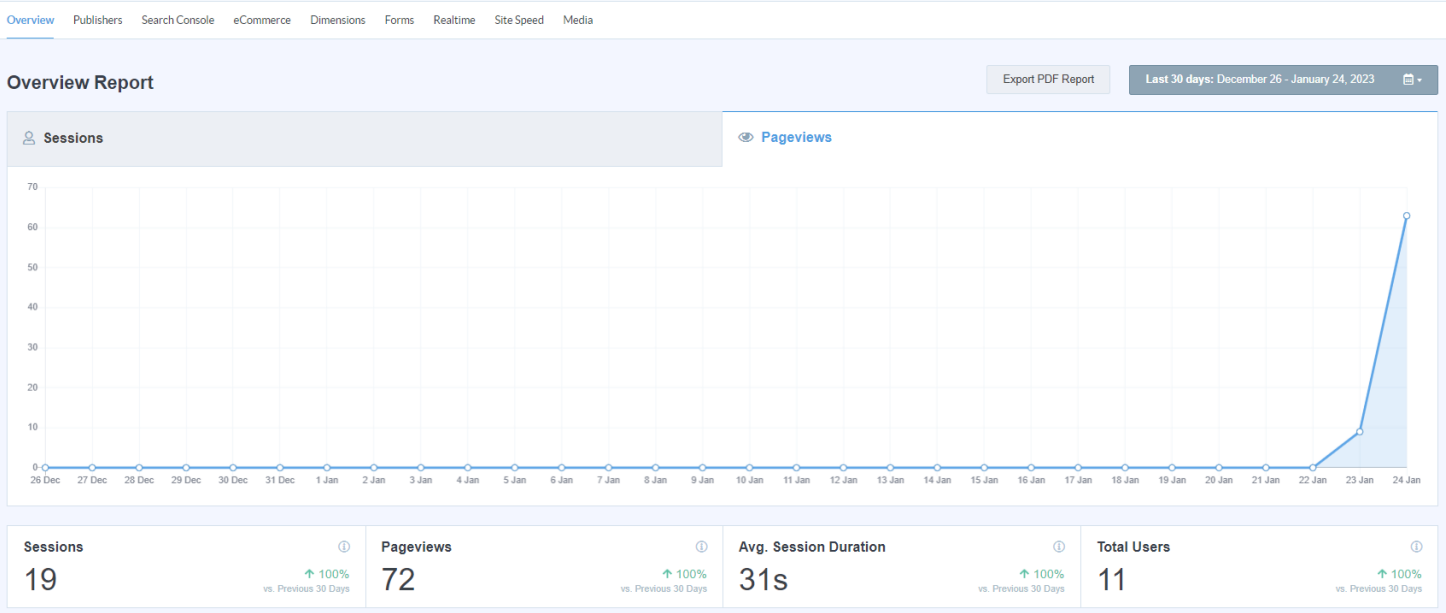

Figure 4-18 METACITIES Website Google Analytics

5 METACITIES Social Media Channels

This Chapter focuses on the METACITIES social media accounts which are Twitter [2], LinkedIn [1] and YouTube [3] channel. As defined in the GA and agreed upon the project partners, the selected social media channels were concluded to be the most popular, user-friendly, suitable and effective to promote METACITIES' dissemination activities.

Twitter [2], LinkedIn [1] and YouTube [3] are considered open/public professional media networks that are widely used by professionals and organisations to communicate their activities and promote their work. These channels are extensively used by other EU-funded projects to share their progress and seek potential collaborations and joint activities with other projects or organizations. These dissemination boosters can help the project consortium create a wide network of joint efforts at national and international levels, and therefore increase the visibility of the METACITIES project.

The social media accounts for METACITIES on Twitter [2], LinkedIn [1], and YouTube [3] were established in the first month of the project and were shared with all project partners to promote to their professional networks and organizations in order to increase the accounts' traffic. Through these channels, the Dissemination and Communication Manager of the project and project partners will be able to share information about the project with followers and subscribers and monitor their engagement. Regular updates and posts will be shared on the METACITIES social media channels in accordance with the project's Dissemination and Communication Strategy which will be further defined at M12 when D6.2A - Dissemination, Engagement and Knowledge Transfer (Initial version) is submitted. The project partners will also promote their activities at different levels, and share news, updates, organized trainings, and workshops with the audience. Public deliverables and promotional materials will also be promoted through these channels, and relevant EU projects, associations, and organizations will be invited to collaborate and contribute to the project for greater impact. To ensure successful dissemination, the Dissemination and Communication Manager will track the social media analytics to identify individuals, pages, or groups that are visiting the social media pages and subscribing to the project's YouTube [3] channel, as well as those commenting on posts and showing interest in the project.

The Social Media strategy consists of:

1. Choosing the appropriate communication channels based on popularity, audience and content.
2. Identifying and focusing on specific groups and audiences that align with the GA requirements and impact maximization.
3. Acknowledging the project outputs on a continuous basis (what is exactly what we try to promote).
4. Establishing the tools and methods to reach the desired impact, such as papers, posts, press releases, etc.
5. Designing a monitoring framework to ascertain the effectiveness of the efforts (and elements above) to enable strategy shift should the need arise or special focus in case of target groups not being reached as well as expected.

5.1 METACITIES' LinkedIn page

The METACITIES' LinkedIn [1] page has been created at M1 of the project (Figure 5-1), and as highlighted in Figure 5-3 and Figure 5-4, by the end of M1 has been connected and interacted with 50 followers through our first post (Figure 5-1). Some of the partners have already reposted the news to promote the METACITIES project to their network. The project's LinkedIn [1] account will be monitored by the Dissemination and Communication Manager throughout the project's lifecycle. The LinkedIn [1] page can be found at the link https://www.linkedin.com/company/metacities-excellence-hub-in-south-eastern-europe/ .

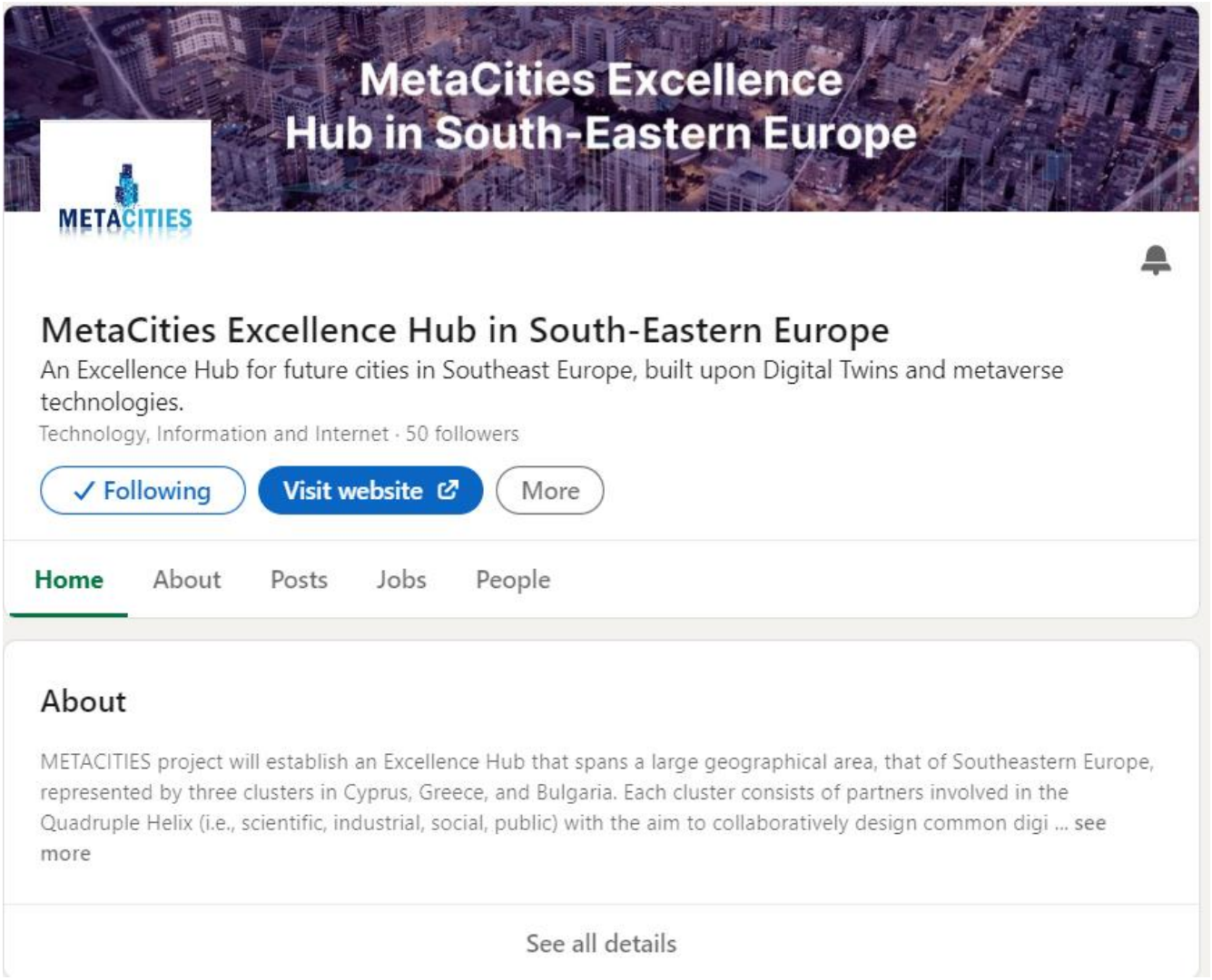

Figure 5-1 METACITIES LinkedIn page

Figure 5-2 METACITIES LinkedIn post to announce the kick off meeting of the project.

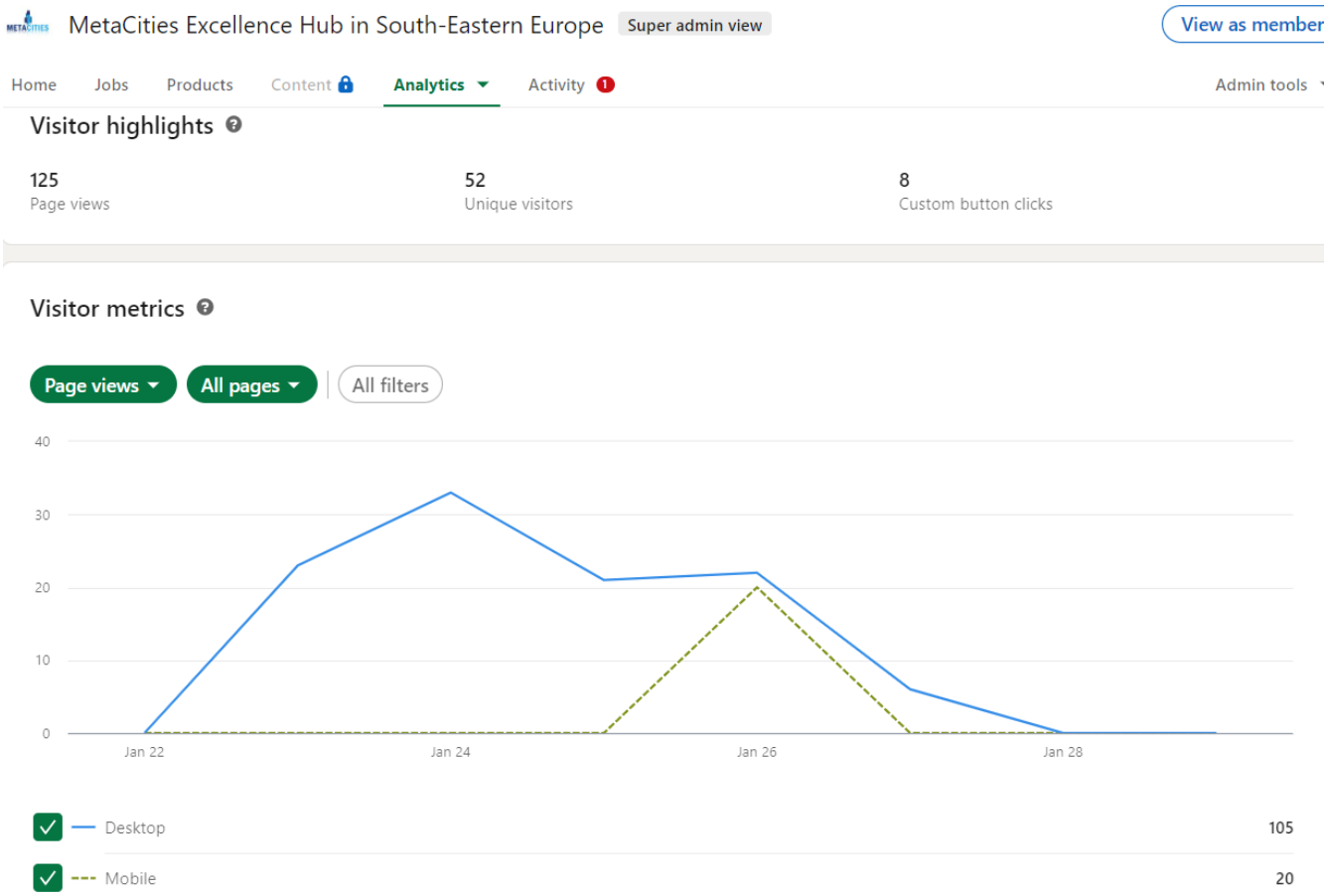

Figure 5-3 METACITIES LinkedIn page – Visitors' analytics

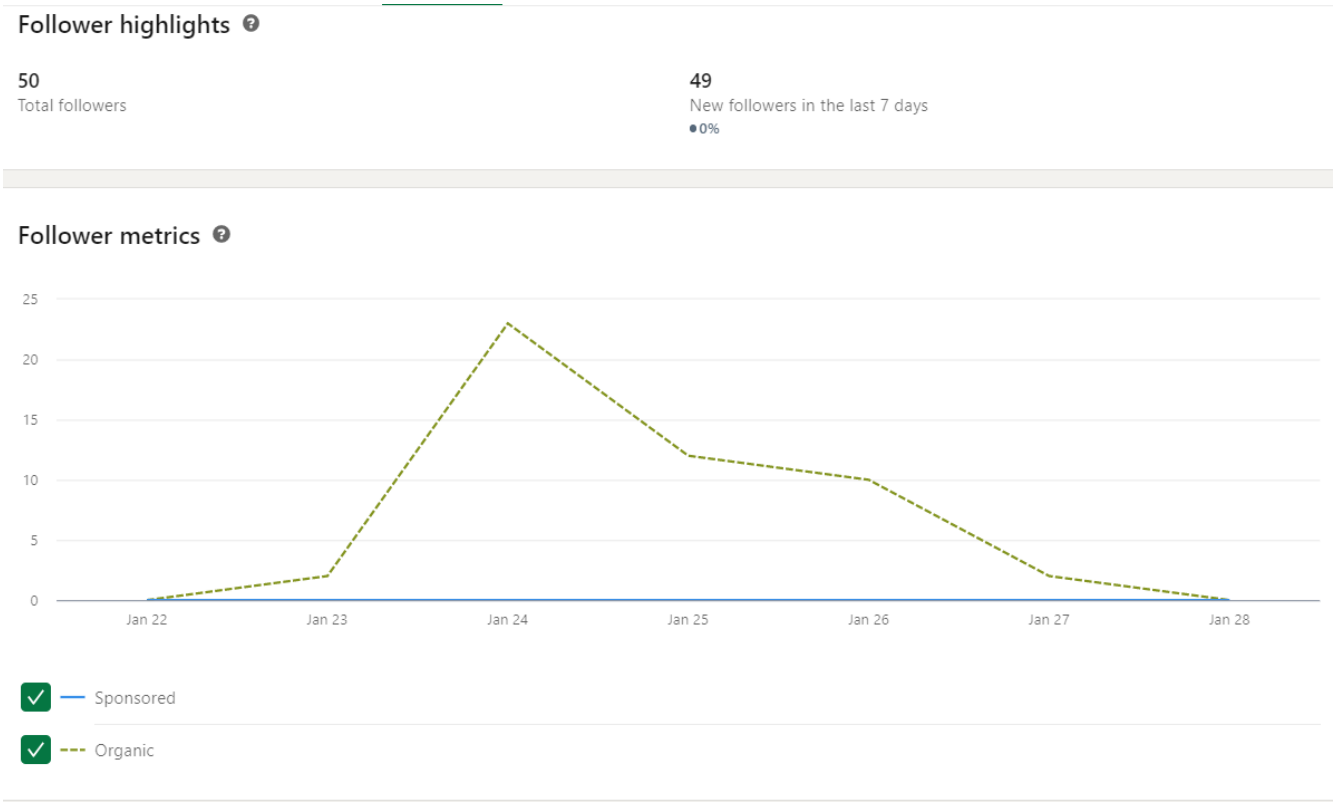

Figure 5-4 METACITIES LinkedIn page – Followers' analytics

Analytics in the form of metrics as a tool (applies to all channels) serve the following purpose:

1. They provide a quantitative method of measuring how well the strategy performs (and how far behind or ahead project may be).
2. Easily and early focus on actions to specific industry segments which may underperform
3. Provide a yardstick against which KPIs and pre-set targets have been set and allow corrective actions to achieve same.

5.2 METACITIES Twitter page

The Twitter [2] account of the project has been created by the Dissemination and Communication Manager at M1 of the project (Figure 5-5). The METACITIES consortium will use this page to share information about the project and its consortium, as well as promote regular updates and potential collaborations with other projects and initiatives. Twitter is ideal for providing short updates and its use for live newsfeeds on major project events will be considered. As for now, the METACITIES Twitter group consists of 13 followers and a tweet regarding the kick off meeting of the project has already been posted. The users can visit the METACITIES twitter page by clicking on this link: https://twitter.com/MetacitiesH

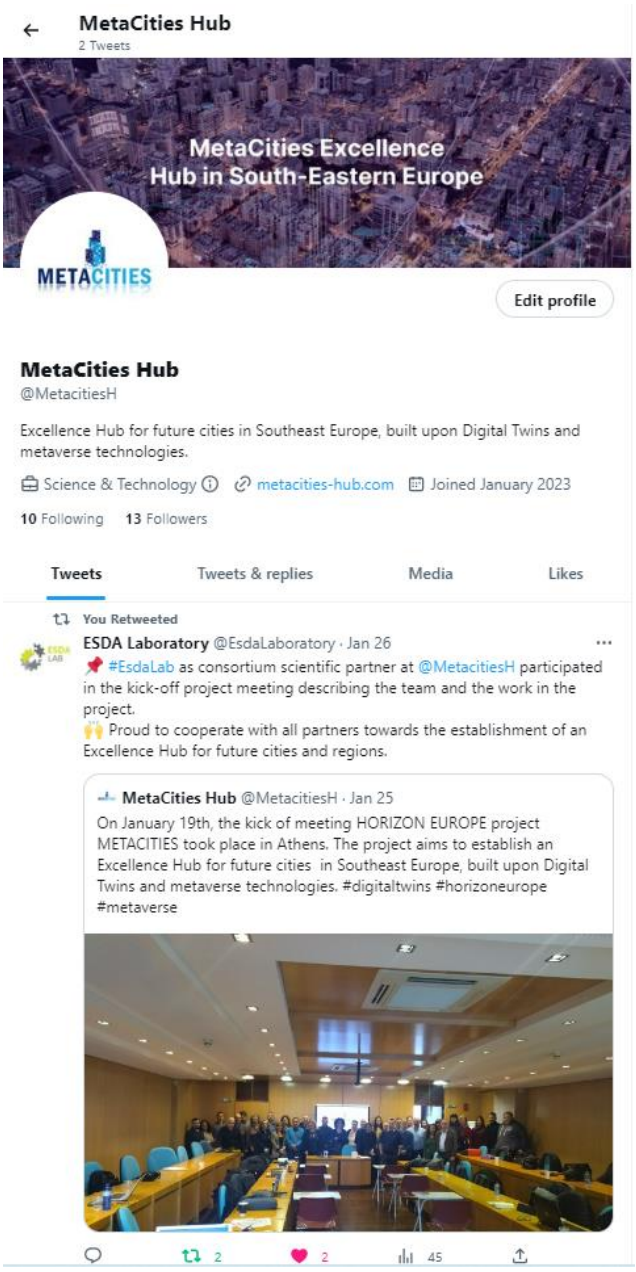

Figure 5-5 METACITIES Twitter page

5.3 METACITIES' YouTube channel

The YouTube [3] channel of the project has been created at M1 (Figure 5), with the main aim to disseminate videos about the project's activities, as well as results. To view the channel, access the following link https://www.youtube.com/@metacitieshub/featured

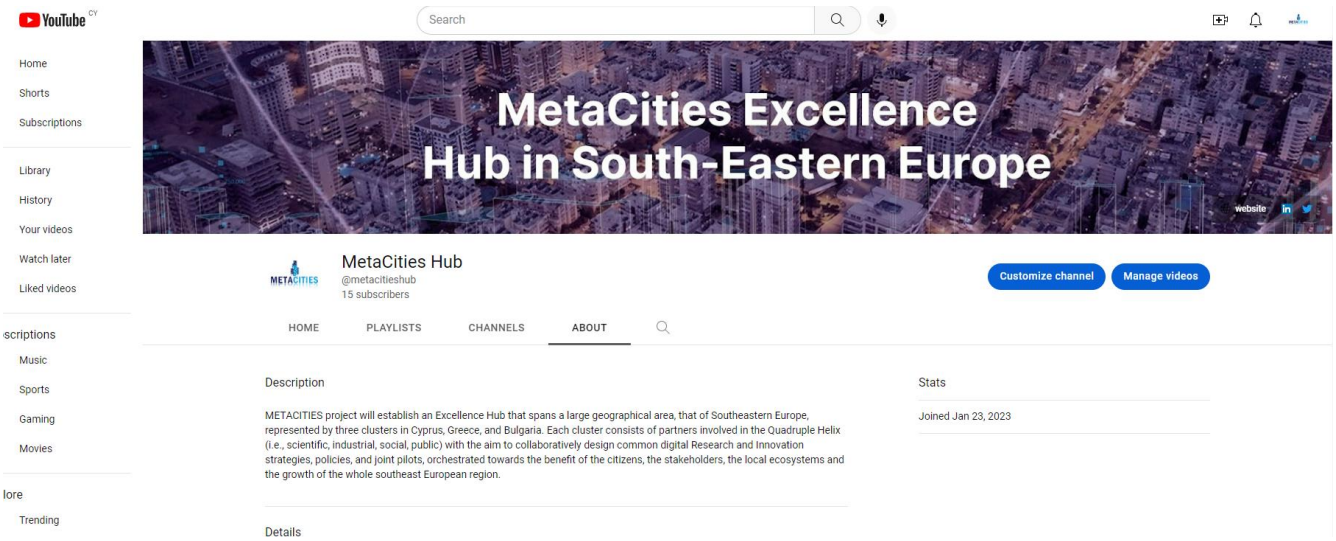

Figure 5-6 METACITIES YouTube channel

6 Conclusions

The respective document concerns the visual identity of the METACITIES project its online presence, highlighting its social media accounts and website (metacities-hub.com). Both, the social media accounts and the website for the METACITIES project have been created at the very beginning of the project (M1-January 2023) and will be further enriched and promoted to the consortium's network.

This deliverable is an output of *WP6: Dissemination, Engagement and Knowledge Transfer*, and specifically the *Task 6.1 Dissemination and communication activities*. Some social media posts have already been posted by the Dissemination and Communication Manager of the METACITIES project. Regular updates will follow to highlight news about the project and promote relevant dissemination material until the end of the project. All information relevant to the project's website and social media accounts will be introduced in the D6.2A, D6.3B and D6.4C which are the initial, interim and final version of the *Dissemination, Engagement and Knowledge Transfer* report, available at M12, M30 and M48. A more strategic direction which lies at the core of the project methodology in maximizing the outcomes of the project, will be identified.

7 References

[1] "Linkedin," [Online]. Available: https://www.linkedin.com/. .

[2] "Twitter," [Online]. Available: https://twitter.com/.

[3] "Youtube," [Online]. Available: https://youtube.com/.

[4] "WordPress," [Online]. Available: https://wordpress.org/about/ .

[5] "GUI Design Princibles," [Online]. Available: https://en.wikibooks.org/wiki/GUI_Design_Principles.

[6] "General Data Protection Regulation GDPR," [Online]. Available: https://gdpr-info.eu/ .

[7] "GDPR compliance," [Online]. Available: https://wordpress.org/plugins/gdpr-cookie-compliance/.