Deliverable 8.2

PERSIST project Online/Digital Presence

31/03/2020

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Acronyms and abbreviations

ACRONYM	TITLE
PERSIST	Patients-centered SurvivorShIp care plan after Cancer treatments based on Big Data and Artificial Intelligence technologies.

ASP	Active Server Page
MVC	Model View Controller
URL	Uniform Resource Locater
HTML	Hyper Text Markup Language
CSS	Cascading Style Sheets
UI	User Interface
SQL	Structured Query Language

Executive Summary

This deliverable builds on the D8.1 Awareness, Communication and Marketing Strategy Plan and aims at presenting the outputs of the first phase of dissemination and communication activities carried out in the framework of PERSIST, by providing an overview of the dissemination and communication channels that will be used throughout the duration of the project.

In particular, the deliverable focuses on the development and management of the project website, as well as on the design and production of a set of social media presence (Twitter, LinkedIn, Facebook and YouTube) as dissemination materials.

The project web portal, which serves as the main communication and dissemination tool for PERSIST, is described in relation to its structure, functionalities and type of content available. A detailed overview of the different sections of the website is provided along with screenshots. Additionally, the document provides a general overview of the website database structure diagram.

Online presence

1. Website (summary)

Online presence is one of the main communication tools for any project, especially for those under the EU H2020 Programme to ensure visibility and to spread the goals and results worldwide. In this sense, project PERSIST has set up a website project registered in the '.com' domain and with an intuitive URL to increase hit rates: www.projectpersist.com

1.1. Website sections

The architecture for the PERSIST website is build according to the EU Project Websites – Best Practice Guidelines, in order to make audience understand the project besides getting the stakeholders to demonstrate the final goal:

A. **Focusing on visual communication**, by using corporate colours and defined images
B. **Highlighting verbal communication**, by including simple phrasing to get different kinds of audiences worldwide and e-device user friendly.
C. **Taking visibility as a main goal** and maximizing the use of free methods to increase page ranking on search engines
D. **Including regular update of contents**, so the website is maintained, and target can notice it
E. **Counting on monitoring tools** to allow counting the number of visits.

The public section of the PERSIST website:

→ Provides a brief project summary highlighting the goals, the main contents and the structure of the PERSIST Project, including the composition of the PERSIST Consortium;
→ Provides a short profile of each of the PERSIST Partners and a link to its web sites;
→ Provides access to the project Public Deliverables and abstracts of selected non-Public Deliverables;
→ Provides copies of publications and presentations done at external conferences in PDF format;
→ Features a 'news' section with the latest information related to the project, and an events section where PERSIST events (such as PERSIST meetings, workshops, conferences, etc.) and external events are presented.
→ **HOME**: the home page of the website shortly introduces the PERSIST project and gives the key relevant information. The EU co-funding is duly acknowledged, also by the inclusion of the relevant logos (i.e. EU, H2020), and claiming that "This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 875406".

The figure below shows the structure of the website and how the sections are organized in terms of content.

Main (Homepage)	About Us	News	For Patients	For Professionals	Timeline	Media	Contact
Short Intro of the Project	Consortium	Events	Patients and PERSIST	Professionals and PERSIST	Progress	Photo Gallery	Contact Us
Latest Deliverables	Project PERSIST	Publications	Useful Resources	Useful Resources		Videos	Intranet
Latest News and Events							
Tweets Feed							
Get Involved/Social Media							

Figure 1: PERSIST website sections tree

The Homepage contains links to all the following subpages (at least):

➔ **Main**: on these pages are described the challenge being addressed, the project goals, an outline of the methodology, and the expected results and impacts by placing the project in a broader scientific and societal context to help the outside world perceive its relevance
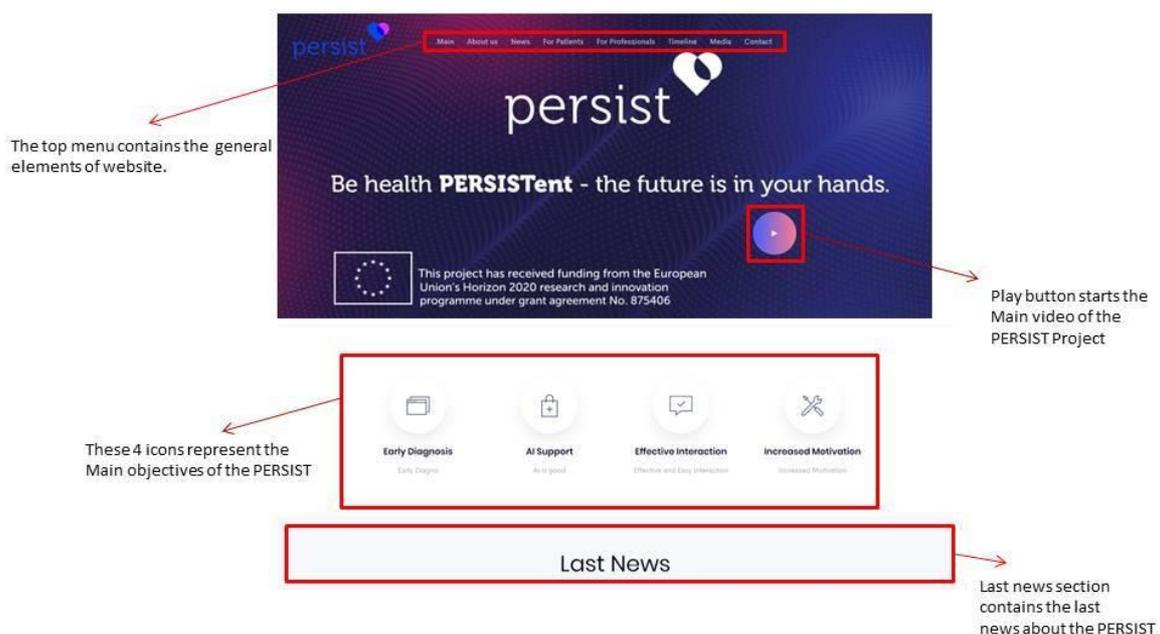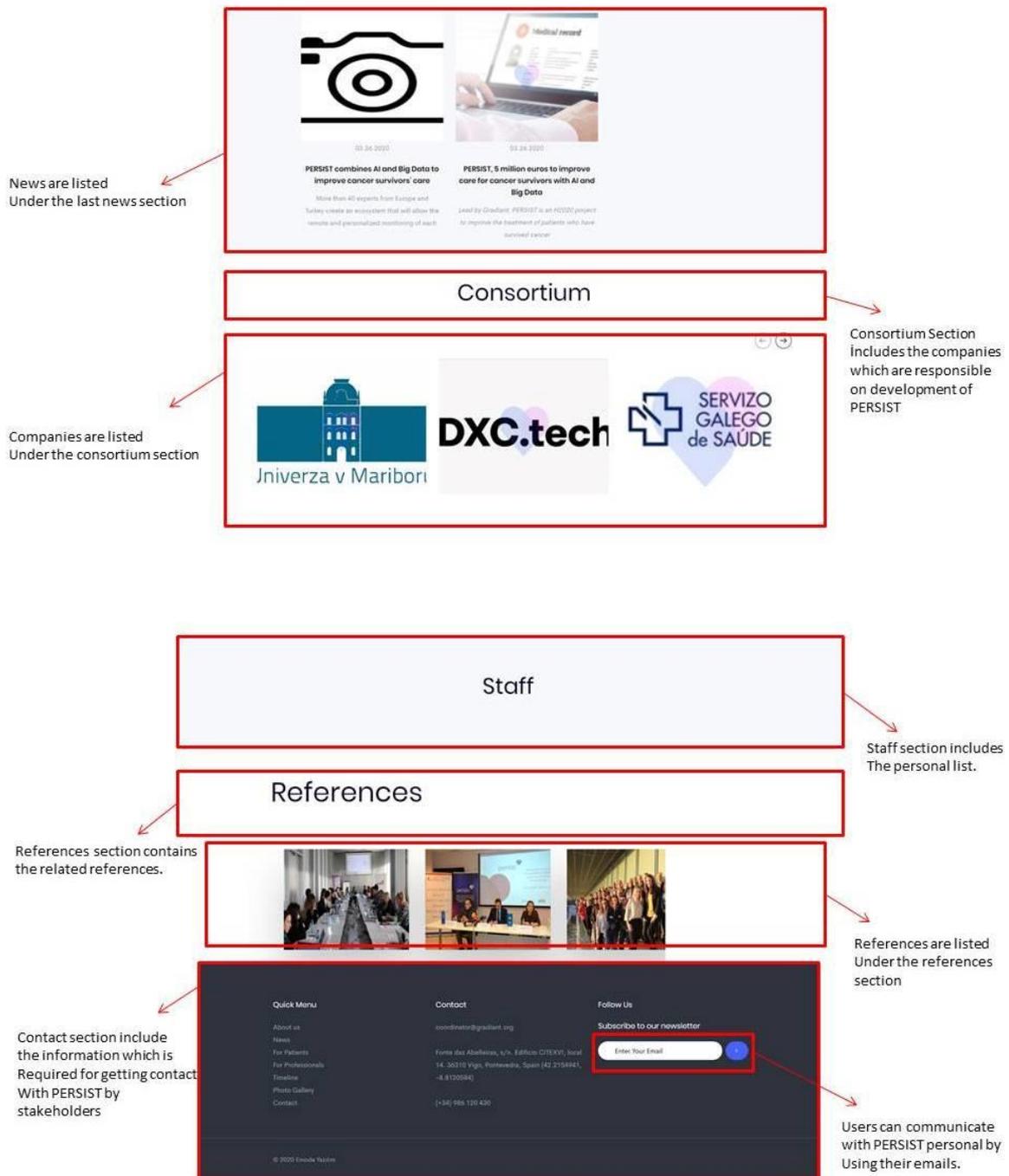
Figure 2: PERSIST website HOME page

- → **About us**: this section presents a brief description of the project partners, their logos and the links to the respective websites
- → **News**: this section contains links to news connected with the project; provides information on future and past events
- → **For Patients**: this section provides useful information for patients. It also shows how the project PERSIST links with them and what are the benefits of it for patients
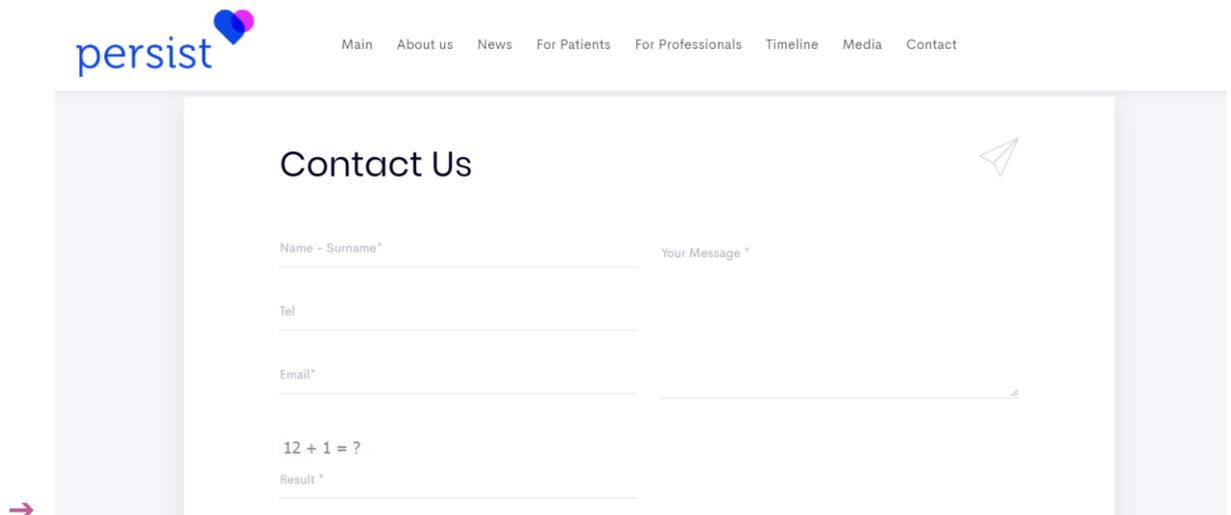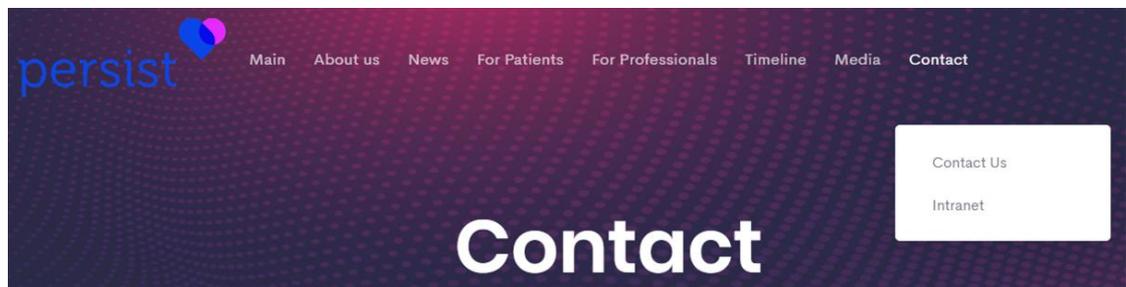
Figure X: PERSIST website section for patients

➔ **For Professionals**: This section provides useful information for medicine professionals and academia. It also shows how the project PERSIST links with them and what is the added value for them as professionals

Figure X: PERSIST website section for professionals
➔ **Timeline**: This section includes information regarding the progress of the project PERSIST and advancements by months, provided by all consortium partners
Figure X: PERSIST website timeline section
➔ **Contacts**: This section enables people to easily get in touch with relevant contact people of the project Consortium. In the "Intranet" section, there will be a link that can be reached only for project partners. This link gets connection to the Basecamp platform of the PERSIST project.
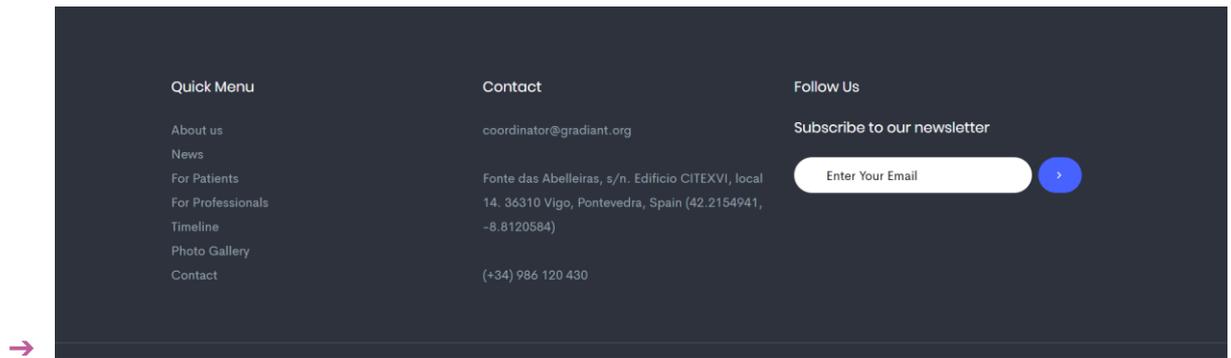

➔

Figure X: PERSIST website Contacts section

→ **Social Networks buttons**: direct access to the social media (Twitter, LinkedIn, Facebook, Youtube – see next section for details) from "Follow Us" section.
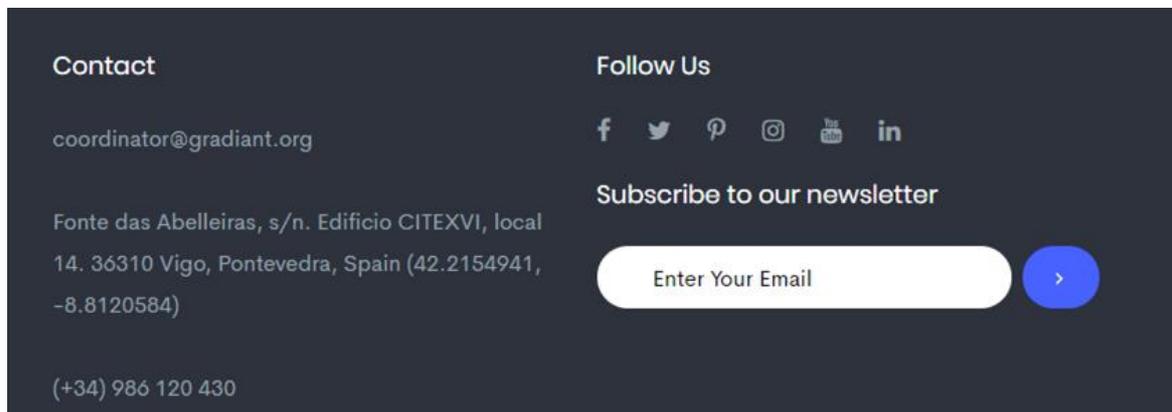

Figure X: PERSIST website social media buttons

1.2. Website Management

Website is managed by authenticated personal by using a management panel. Management panel provides access to add, edit and delete functionalities for all elements belongs the website to the authenticated personal. Only authenticated personals can access to the management panel.

Management panel contents:

→ **Registration and Authentication**

Only authenticated personal can use and access the administration panel by using link below;

http://panel.projectpersist.com/

These personals can login to panel by using their defined mail and password.

→ **Home**

The Home icon shows the general situation about the website such as number of menus, posts and users. If users click on details below the elements, they are directed to related menu.

→ **Icon List**

Icon list refers to the 4 icons on main page which are represented as the general main idea of the PERSIST project.

→ **Contact List**

Contact list (Contact Information) is used to add new contact information about related partners or coordinator with their **location, mail addresses, telephone numbers, social media accounts** and **addresses.**

These informations are shown on the **contact** section of the website.

→ **Site Information**

By using this functionality, users can set the representative name of the Website, description and logo on the left. Users can choose the logo image and upload it.

→ **Slide Photos**

The website has slider system for photos, so users can define the photo or photos that can be seen with opening of the website on the main page by using **Slide Photos** section

→ **Video List**

Videos can be added to the **video** section under the **media** menu on the main page by using **Video List**

→ **Menu List**

There are two types of menus on website which are Listed and non-listed menus. All menus can be seen on the top of the website. About the project and main are non listed menus, consortium, news, events, publications, media and contact are listed menus

→ **Post Category List**

Users can add new Post categories such as news, publications or etc by using **Post Category List.** Also users can define the top menus for post categories.

→ **Post List**

Post List is the most used section on the administration panel. Users can add new post by using **Post List** with their photos, contents and keywords.

→ **Gallery List**

By using **Gallery List**. Users can add photos to the website by creating different galleries. It can be seen under the Media section on the main page.

→ **Staff List**

Users can add someone to the staff list with information and photo by using this section. It can be seen on the main page.

→ **References List**

Related references can be seen on the belown of the main page. Users can add new references and also edit theme with their pictures.

→ **Subscriber List**

There is a mail input text below to someone can interact with PERSIST project. Visitors can interact with the project by mail address. Users can see the visitors by using Subscriber List
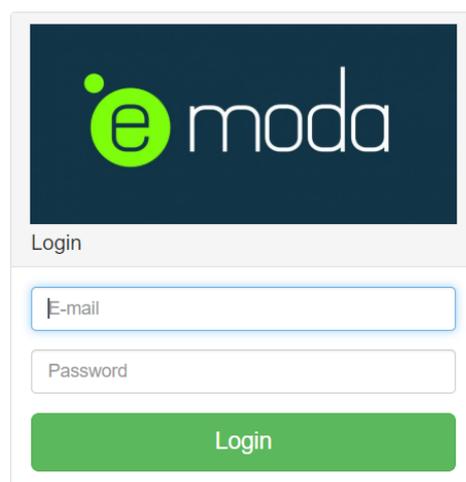
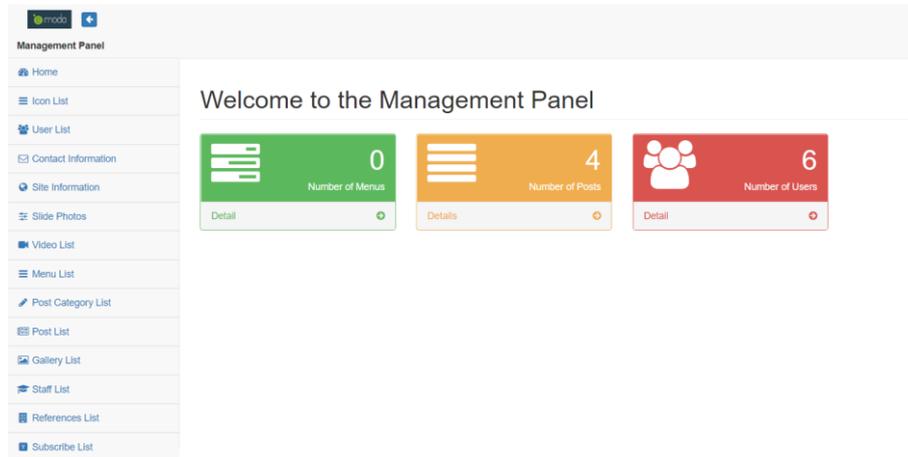*Management Panel Screenshots:*

Figure X: Login Page

Figure X: Management Panel General View

1.3. Technical information

The website has created by using MVC ASP.NET technology which is based on C# Programming language [1]. There are two developed parts of the Website which are Administration Panel and Website.

Development Environment is Microsoft Visual Studio [2]. Firstly, a pre-ready template was chosen, then MVC system has been build behind this UI template by using ASP.NET . All information the website contains is kept in a SQL based Database system. The database is located in a secure server. The server is located in Izmir, Turkey.

The security of server is provided by using Firewall system [3]. Management Panel includes an authentication system to provide more security.

The UI of the website contains HTML, CSS and JavaScript [4,5].

1.4. Database Structure

A database generally stores its schema in a data dictionary. Although a schema is defined in text database language, the term is often used to refer to a graphical depiction of the database structure. In other words, schema is the structure of the database that defines the objects in the database [6]. This section explains the database structure with related tables;
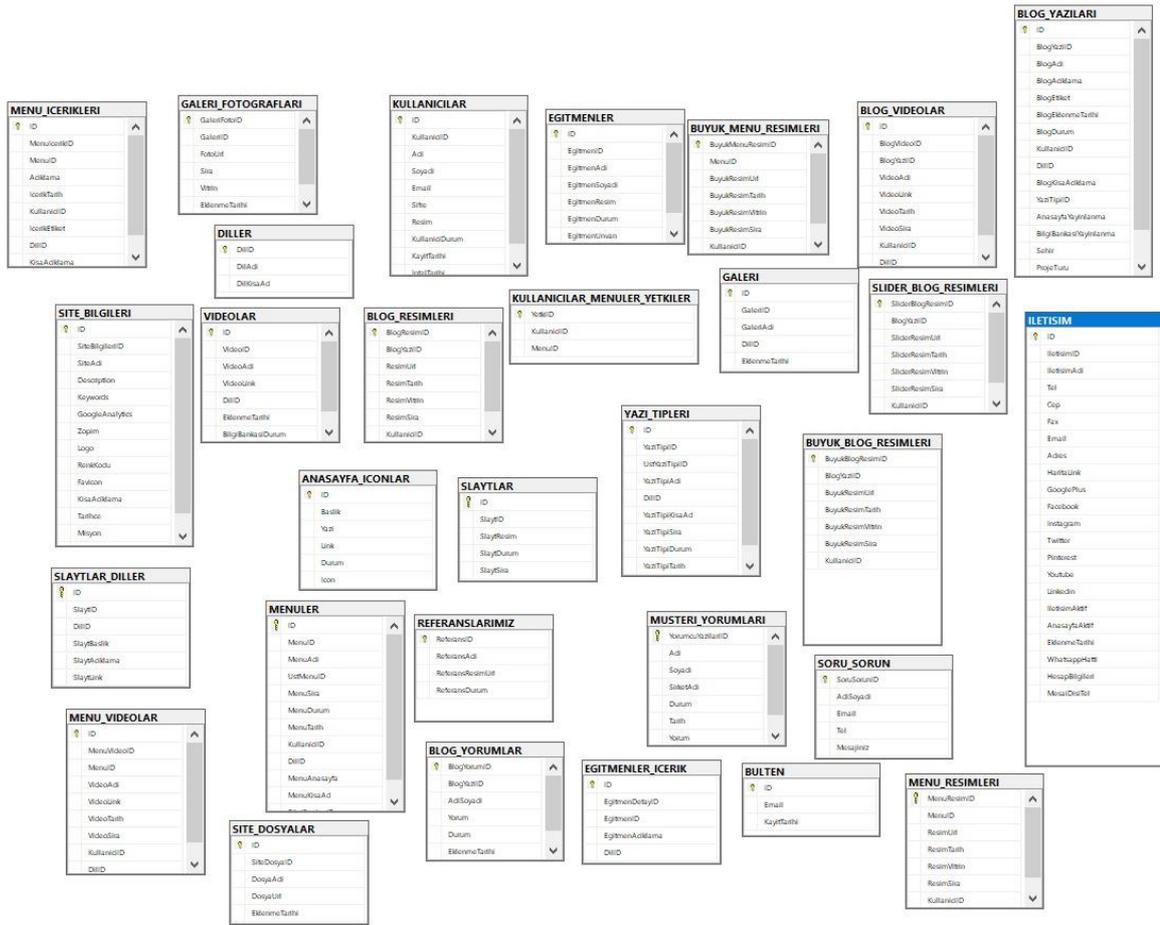
Figure X: Database structure with related tables

The relationships between tables are provided by View's.

1.5. Subscription

Visitors can interact with PERSIST via "Follow us" section on Website by using their personal mail addresses.

2. Social media presence

Web 2.0 tools are the emerging platform for innovative creation, sharing and tracking of citizens' needs and wishes on public awareness. Web 2.0 applications, including social networks, are changing and improving the way of how user interacts within the Web.

In order to reach a broad target audience while establishing two-ways communication channels, the presence of the PERSIST project in social media is one of the key actions for dissemination activities. Social media are a very dynamic environment and one of the most popular and fastest ways to promote the project and enhance its visibility.

The use of social networks will create a two-way dialogue while encouraging the debate among stakeholders on specific issues. Therefore, PERSIST dedicated pages on Twitter, LinkedIn and Facebook were launched. A dedicated YouTube channel will be created by M6, with the purpose of broadcasting PERSIST project videos.

2.1. Twitter

A Twitter account has been created as one dissemination instrument for reaching the general public (https://twitter.com/PERSIST_H2020). In this way PERSIST will reach a wider and more diverse audience and supporters. Partners are invited to share, (re)tweet and forward all relevant information.

2.2. Linkedin

A LinkedIn group (https://www.linkedin.com/company/persist-oncology/) has been created as one dissemination instrument for reaching stakeholders and professionals.
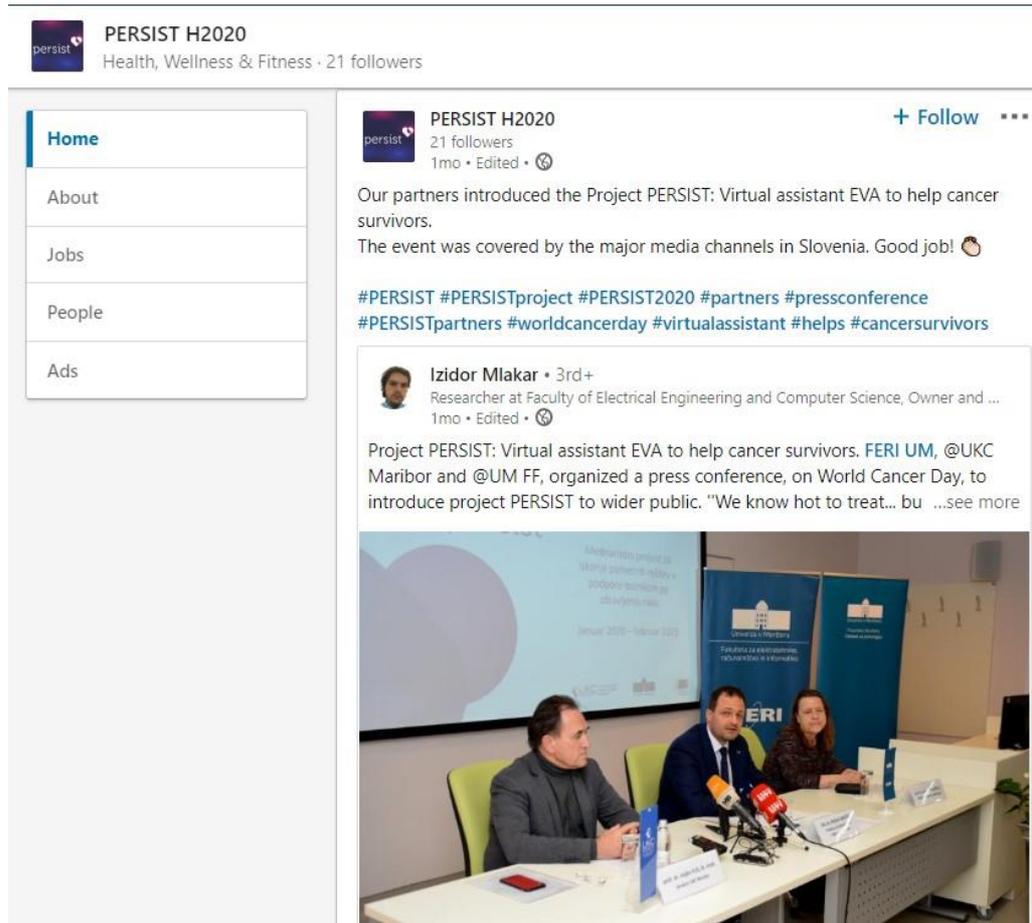
2.3. Facebook

The other platform, on which will be conducted dissemination activity is Facebook (https://www.facebook.com/PERSIST.H2020/). Relevant Facebook groups will be identified and approached for taking part in PERSIST activities. On the project's Facebook page we will be able not only to share fully formed ideas or complete pieces of research - we can share work in progress and get feedback that will contribute towards PERSIST.
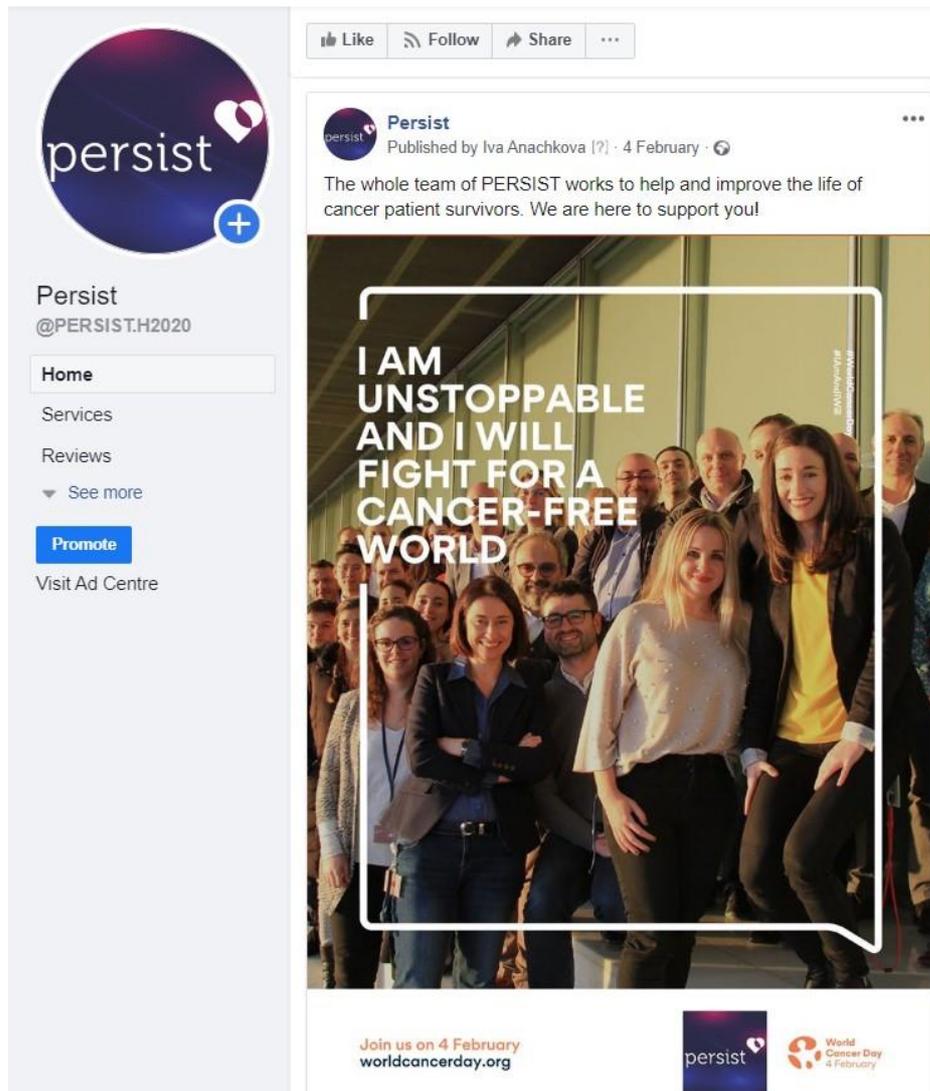
2.4. Youtube

To accompany the website and ease the publication of videos produced within the course of the project, e.g. videos of related conferences or workshops, the consortium will create a dedicated channel on the YouTube video platform. The channel will be publicly available at http://www.youtube.com/ and will contain videos that will also be embedded into the project main website. Further videos will be put online by the partners as new results and outcomes are being presented.

The website has direct access to these social networks by clicking over the icons situated on the upper right-hand part of the website. In this way, it is easy for every user to participate in this when the website is visited.

References

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[4] "HTML 4.0 Specification — W3C Recommendation — Conformance: requirements and recommendations". World Wide Web Consortium. December 18, 1997. Retrieved July 6, 2015.

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