Tech
UPGRADE

D8.2 Project's website, social media, etc.

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Deliverable 8.2

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TechUPGRADE

techupgrade.eu

HORIZON-CL5-2022-D4-01

Thermochemical Heat Recovery and Upgrade for Industrial Processes

Grant Agreement no.: 101103966

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DELIVERABLE FACTSHEET

Deliverable 8.2	
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Dissemination level	
X	PU = Public
	PP = Restricted to other programme participants (including the EC)
	RE = Restricted to a group of the consortium (including the EC)
	CO = Confidential, only members of the consortium (including the EC)

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1   Introduction

The Deliverable D8.2 *Project's website, social media, etc.* presents the project website and social media channels, developed by iED, during the first 6 months of the project. Those will be further developed during the whole life span of the project and will be sustained according to the Grant Agreement.

2 Project website

The TechUpgrade project website, located at techupgrade.eu, serves as the primary online platform for disseminating comprehensive information about the project, its objectives, and its outcomes to a broad audience. It serves as a central hub for stakeholders to access project updates, resources, and key information about the project's objectives, work packages, and partnership. The website is designed to enhance project visibility, promote engagement with stakeholders, and facilitate knowledge transfer.

The TechUpgrade project website features a user-friendly and accessible design with a clear and intuitive navigation system. It offers a range of features and functionalities to enhance usability and effectiveness, including:

- About the Project: A dedicated page providing an overview of the TechUpgrade project, its goals, and anticipated outcomes.
- Work Packages: Detailed descriptions of the project's work packages, including activities, expected results, and responsible partners.
- Partnership: A dedicated page introducing the project partners, their roles, and contributions to the project. It includes references to their official websites and social media accounts.
- News and Updates: A section that displays the latest news, updates, blog posts, press releases, and upcoming events related to the TechUpgrade project.
- Resources: A repository of project-specific materials, including reports, publications, training materials, and other relevant documents.

Figure 1: Project website, Home page

The TechUpgrade website also includes a contact form and links to the project's social media accounts, facilitating easy communication and interaction with stakeholders.

Figure 2: Project website, Contact form

The website is developed with a responsive design, ensuring accessibility across various devices, including desktop computers, tablets, and smartphones. It is optimized for search engines to ensure stakeholders can easily find and access relevant project information.
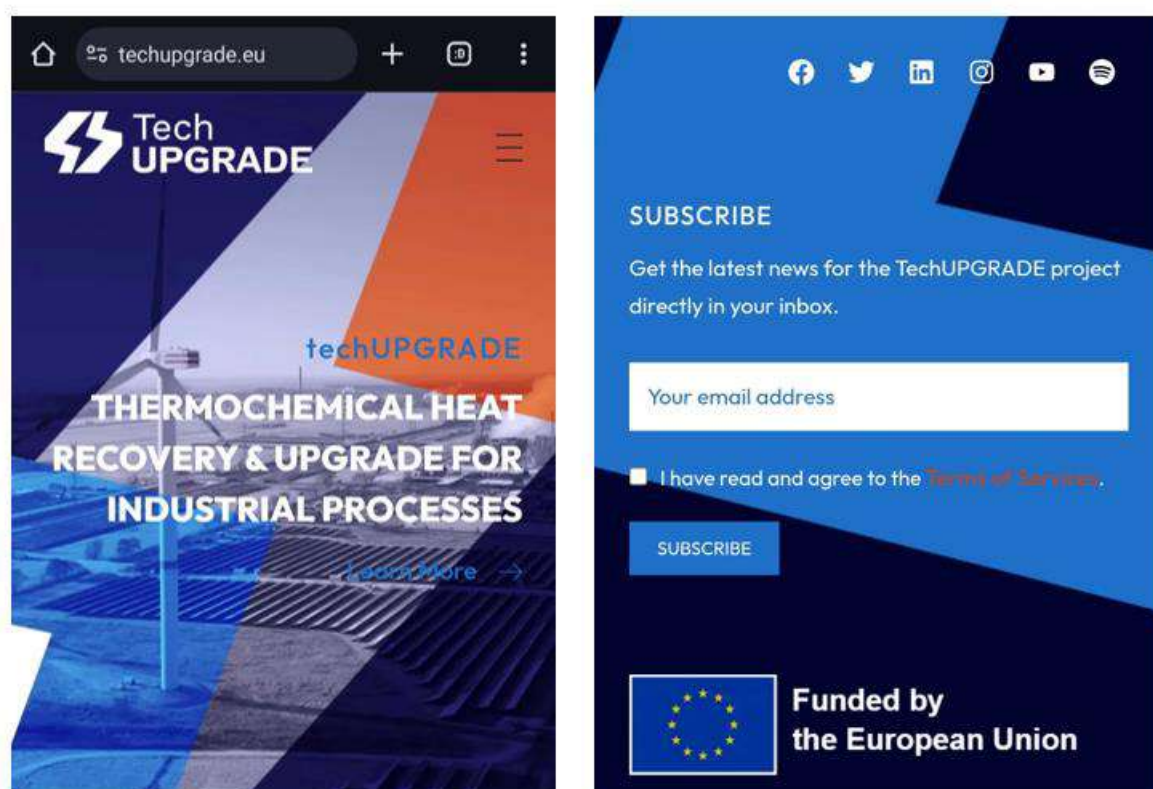
Figure 3: Project website, mobile phone view

3 Social media accounts

The purpose of the project's social media accounts is to increase awareness of the project and its activities among a wider audience. The social media accounts will serve as an additional communication channel to the project website, providing stakeholders with regular updates on project progress, outcomes, and events. Through social media, the project will also engage with stakeholders and encourage their participation in project activities and dissemination events.

The project will use the following social media platforms and channels:

Table 1: Social Media Platforms and Channels of the TechUPDRADE project

	LinkedIn: The TechUpgrade LinkedIn page serves as a professional networking platform for the project. It provides updates on project activities, milestones, and achievements. The LinkedIn page also highlights the expertise and contributions of project partners and engages with industry professionals, researchers, policymakers, and other relevant stakeholders in discussions related to the project's objectives and outcomes. It shares informative articles, news, and updates related to the project's focus areas.
	*Faceboo*k: The TechUpgrade Facebook page is designed to reach a wider audience and engage with the general public. It shares project updates, news, and key information in a more accessible and engaging format. The page encourages interaction, allowing followers to like, comment, and share posts. It may feature engaging visuals, videos, and infographics to effectively communicate the project's goals and impact to a broader audience.
	Twitter: The TechUpgrade Twitter account serves as a platform for real-time updates and quick information sharing. It provides concise project updates, highlights key achievements, and shares relevant news and resources. The account engages with stakeholders, industry influencers, and relevant organizations by utilizing appropriate hashtags, mentions, and retweets. The character limit encourages concise and impactful messaging, making it suitable for sharing project updates and engaging in discussions.

	YouTube: The TechUpgrade YouTube channel hosts a collection of informative and engaging videos related to the project. These videos may include project overviews, interviews with experts, animated explanations of the technology, highlights from events, and showcases of project achievements. The channel serves as a visual platform to disseminate project information and create awareness among stakeholders, researchers, and the wider public. It allows viewers to subscribe, like, comment, and share the videos to increase visibility and engagement.
	Spotify: The TechUpgrade Spotify account provides an innovative approach to disseminating project-related information through audio content. It may include podcasts, interviews, and audio recordings that discuss project advancements, findings, and success stories. The Spotify account targets a tech-savvy audience interested in audio-based content and provides an alternative medium for sharing project updates and insights.
	Instagram: The TechUpgrade Instagram account serves as a visually engaging platform for sharing project updates, achievements, and insights. Through captivating images, videos, and graphics, the account showcases the project's progress, innovative solutions, and real-world applications. The visually-driven nature of Instagram allows for creative storytelling, highlighting the project's impact and attracting the attention of a wide audience, including researchers, industry professionals, policymakers, and the general public. In addition to sharing project-related content, the TechUpgrade Instagram account fosters community engagement by actively interacting with followers through comments, direct messages, and user-generated content.

Each social media account for TechUpgrade follows the project's visual identity guidelines to ensure consistent branding and recognition across platforms. The accounts actively engage with followers, respond to inquiries, and encourage the sharing of project-related content to maximize visibility, engagement, and reach among the target audiences.

Figure 4: Project Faceboook page

The TechUpgrade project's social media content strategy will focus on regularly sharing updates on project progress, outcomes, and events. This strategy involves utilizing various social media platforms to disseminate information to the project's target audience. To ensure effective implementation, a quarterly rotation system will be established among project partners. Each quarter, a different partner will be responsible for providing input for social media updates, as per the social media content schedule outlined in Figure 3.

Figure 5: Social media content schedule

The responsible partner will create and share at least two posts per month, adhering to the social media content schedule. The content for the social media accounts should be provided by the responsible partner within the first 10 days of each month to ensure timely and effective sharing of project progress, outcomes, and events. This approach guarantees a consistent flow of relevant and engaging content across all social media platforms, maintaining the project's visibility and engagement with the target audience.

Figure 6: Facebook post

The social media content strategy will undergo regular reviews and evaluations to ensure its continued effectiveness in achieving the project's dissemination and exploitation objectives. Additionally, to accommodate additional posts beyond the scheduled ones, such as event announcements or post-event dissemination, the responsible partner should send the content to the Work Package Leader at least 10 days before the planned posting. This allows sufficient time for review and approval before posting.

The content of social media posts will encompass various elements, including:

- Project philosophy to promote the project's objectives and vision.
- News related to the project's developments and milestones.
- Videos produced within the project to showcase key activities and outcomes.
- Reviews and testimonials from project partners and the target audience.

- Promotion of partner organizations and their roles in the project.

- Inspirational quotes from leaders in the field.

- Focused articles related to the project's theme.

- Surveys and their results to gather feedback and engage the audience.

- Promotion of upcoming events and post-event dissemination of event highlights and images.

The content will be tailored to the strengths of each platform. For example, Facebook will be utilized for longer-form updates, LinkedIn for professional networking and project news, Instagram for visually appealing and engaging content, and YouTube for video content and webinars. Each platform will serve a specific purpose in effectively reaching and engaging the project's target audience.
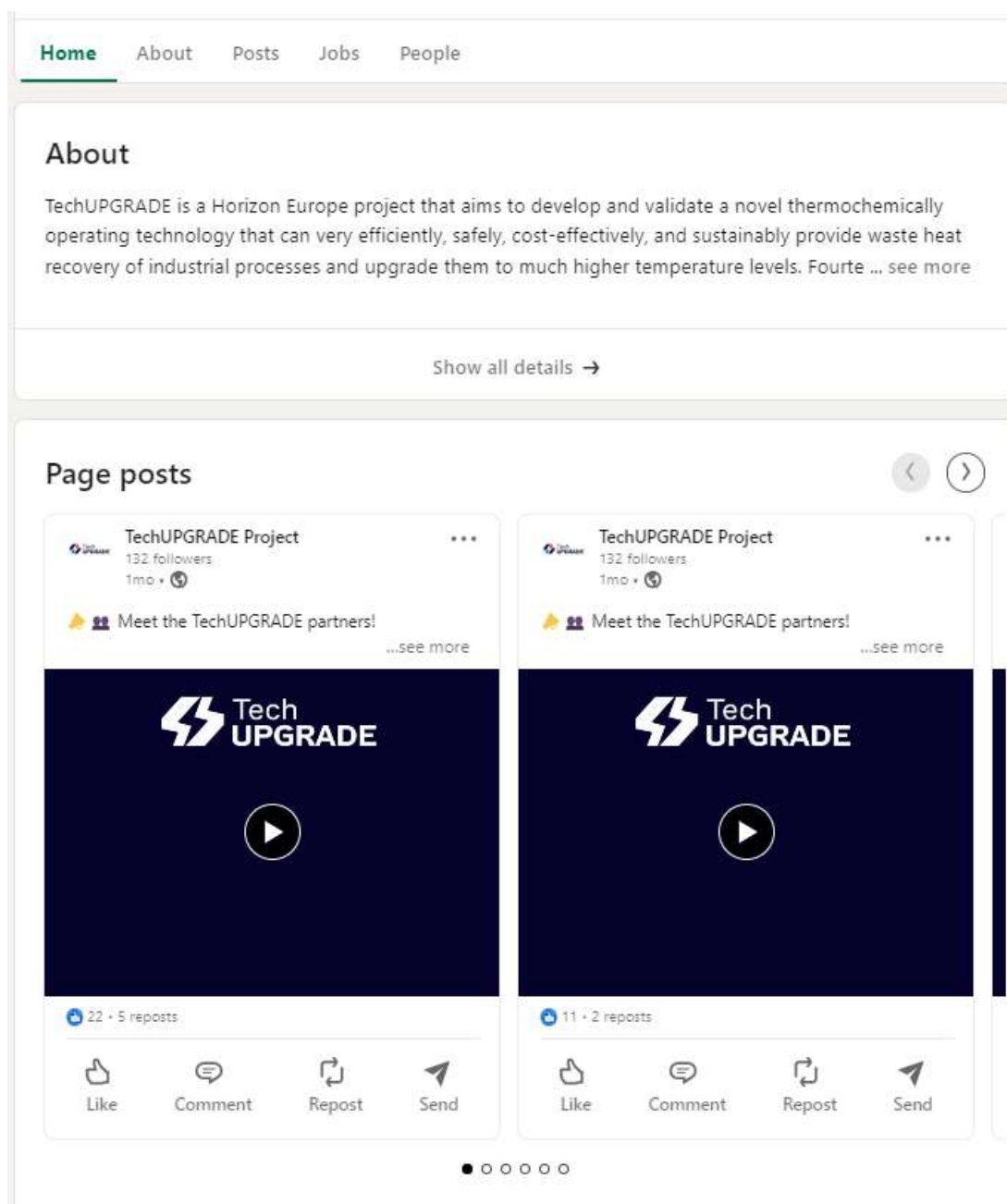
Figure 7: Project LinkedIn page

The project will actively engage with stakeholders through social media, encouraging their participation in project activities and dissemination events. Targeted outreach and promotion of events and activities will be employed to maximize stakeholder engagement.

The project team will monitor social media channels regularly, responding promptly to questions and comments from stakeholders. Social media analytics will be utilized to evaluate the effectiveness of the project's social media strategy, enabling continuous improvement and refinement.

3.1   Detailed List of Social Media Content Elements for Project Promotion

The following elements will assist project partners in creating engaging and informative social media posts for TechUPGRADE, raising awareness, promoting project objectives, and fostering engagement with the target audience.

- *Project Philosophy*: Image or article highlighting the key objectives and goals of the TechUPGRADE project, promoting its purpose and mission.
- *Project News*: Regular updates on project progress, achievements, and milestones, showcasing the latest developments within TechUPGRADE.
- *Project Videos*: Engaging videos showcasing the construction, utilization, and results of the innovative system developed by TechUPGRADE.
- *Project Reviews and Testimonials*: Feedback and testimonials from project partners, stakeholders, and beneficiaries, demonstrating the impact and success of TechUPGRADE.
- *Promotion of Partners - Photos and Quotes*: Showcasing partner organizations involved in TechUPGRADE through photos or quotes from project managers or representatives.
- *Inspirational Quotes*: Sharing inspirational quotes from leaders or testimonials from the audience, resonating with the project's theme and goals.
- *General/Focused Articles*: Interesting and relevant articles related to the TechUPGRADE project's theme, providing valuable insights and generating discussions.
- *Surveys/Results of the Surveys*: Engaging surveys related to the project's focus areas and sharing the statistical data or graphics of the survey results.
- *Promotion of Events*: Promoting upcoming workshops, webinars, or events organized by TechUPGRADE, including event details and registration information.
- *Post-Event Dissemination*: Highlights, images, and key takeaways from TechUPGRADE events, showcasing the outcomes and engagement achieved.

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