

KEPLER Deliverable Report

Report on Deliverable D6.2

Deliverable name	Project website and social media accounts		
Scheduled delivery	month: 03	date:	March 2019
Actual delivery	month: 03	date:	March 2019
Report type	Internal report		
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Context of deliverable within Work Package

This deliverable integrates across the Work Package, and across the Project. The website and social media can be used by all in the project, and are accessible to a wide range of stakeholders.

Explanation of delays

n/a

Report

This deliverable consists of two main elements, the project website, and the social media accounts; though these are integrated.

Website

The project website, www.kepler-polar.eu, was initially created in November 2018, so it was live and a source of information on the project for the Copernicus & Polar Regions Industry Workshop <http://copernicus.eu/workshop-copernicus-polar-regions> Brussels, 7th November 2018, where the project was presented. At this point, prior to the start of the project, it was a basic website with key information from the proposal, on aims and objectives, partners involved, contact details, work packages, etc.



The website has been developed further since the project started, with more information and resources being added. Although this report is due early in the project, this will continue to be developed throughout the life of the project (and beyond), adding news, workshop information, stakeholder surveys, results, impacts, etc., as appropriate.



Social Media

The social media accounts we have set up at the moment are:

Twitter:  [@KeplerEU](https://twitter.com/KeplerEU)

 Follow us on Facebook: <https://www.facebook.com/KeplerEU>

We discussed at the Kick-Off meeting whether other social media accounts should be created, such as Instagram or Linked-In, but it was felt this was not appropriate for this project. If this changes during the project lifetime and a need arises, further accounts will be set up. It was felt the majority of the key stakeholders use Twitter (noting also this is preferable to some in remote communities as due to its short nature it is light on the limited bandwidth available. Whilst there are concerns over the use and security of Facebook, it was noted as a preferred tool by some communities.

We have integrated these platforms, so that updates on the news area of the website will be tweeted, and these Tweets will in turn appear on the Facebook page. The website was created by UKRI-BAS, with input from the Kepler Management Board, and the social media accounts by MET Norway, with direct input (tweets, posts) by UKRI-BAS, and re-tweets/likes/sharing across project members with accounts, and beyond.





This is a screenshot of the Twitter profile for the KEPLER EU project (@KeplerEU). The profile picture is the same circular logo seen in the top image. The header shows a banner image of a ship in a snowy, mountainous landscape. Below the banner, the profile statistics are listed: 63 Tweets, 116 Following, 123 Followers, 47 Likes, 0 Lists, and 1 Moments. The bio states: "KEPLER EU project @KeplerEU Twitter account for the H2020 project Key Environmental monitoring for Polar Latitudes and European Readiness (KEPLER)". It also lists the location as Tromsø, Norway, the website as kepler-polar.eu, and the join date as January 2018. The main content area shows a tweet from ARCSAR (@ARCSARNETWORK) dated Feb 26, which is a retweet of a tweet about the launch of the ARCSAR Network and workshop in Rome. The tweet text reads: "High profile launch of the #ARCSAR Network and workshop in Rome. Special thanks to the distinguished speakers, kick-starting the event with excellent opening remarks. More info: arcsar.eu/arcsar-network... #ARCSAR #searchandrescue #arcsarnetwork #capabilities". The tweet includes a photo of a presentation slide and a group of people at a table. On the right side, there are sections for "Your Tweet activity" showing 1,910 impressions and "Who to follow" with three suggested accounts: William Hill, Nunataryuk, and Angelika Renner.

References

n/a

Related Publications and Dissemination Output

www.kepler-polar.eu

[@KeplerEU](https://twitter.com/KeplerEU)

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

