Ancillary services in aCTIVe distribution networks bAsed on moniToring and control tEchniques

Project: **ACTIVATE**

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Document History

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1.0	10/04/2020	Theofilos Papadopoulos	First draft
2.0	17/04/2020	Theofilos Papadopoulos	Final

List of Acronyms

Acronym	Meaning
FB	Facebook
RG	Researchgate
PI	Principal Investigator

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Executive summary

The aim of this deliverable (D6.1) is to provide a list dissemination tools created for the ACTIVATE project, in order to increase public awareness and communicate the project advances and outcomes through the project web-site accompanied and interlinked with its respective social media accounts (Researchgate, LinkedIn and Facebook Pages)

Each social link is completed with a short description of its target and operational strategy.

1. Project website

The project website of ACTIVATE is assessed via the following URL:

https://activate.ee.duth.gr/

Screenshots from the main page are presented in Figs. 1 and 2.

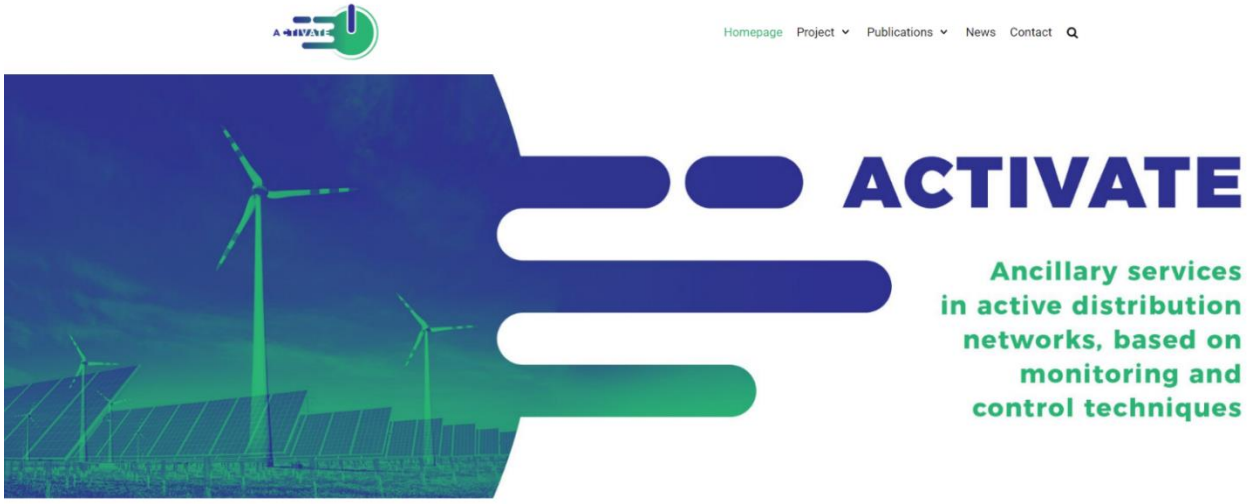

Figure 1: Web page (screenshot 1).

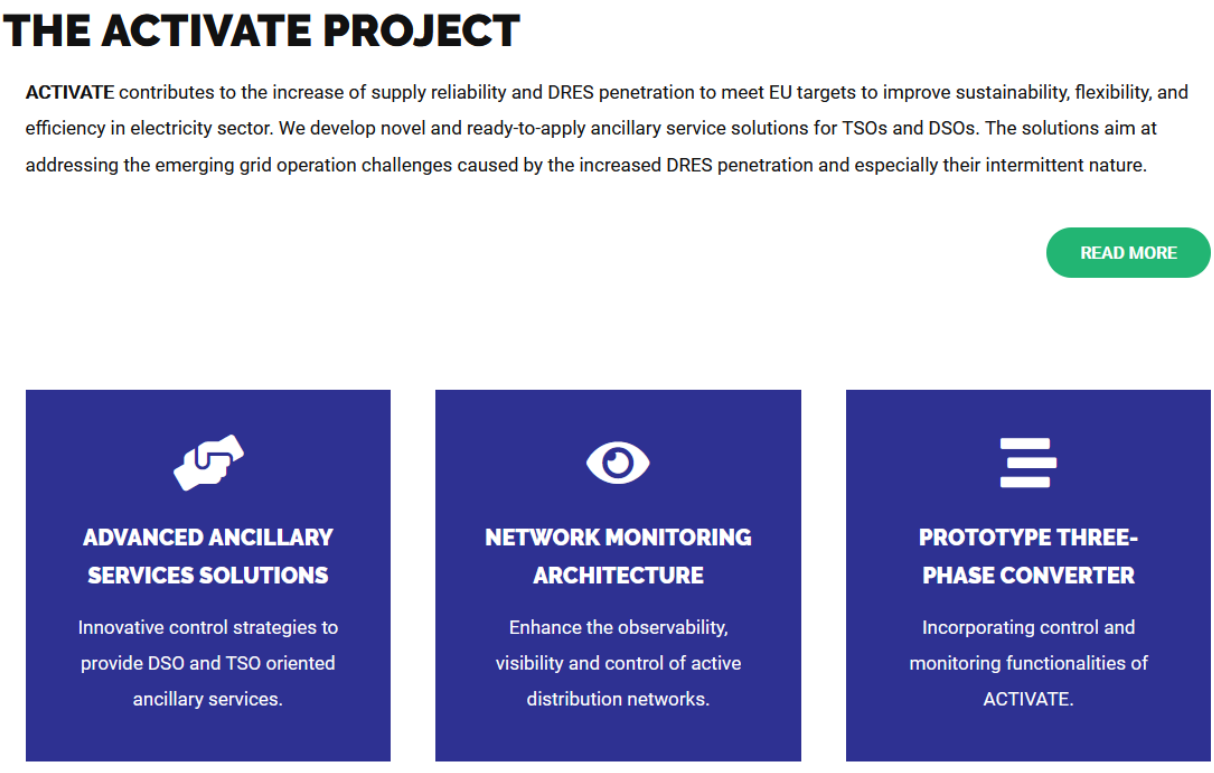

Figure 2: Web page (screenshot 2).

1.1. Webpage purpose for ACTIVATE

The webpage strategy will be based on the following aspects:

- sharing contents – we will inform about project results, papers and articles
- publishing contents – we will publish our main deliverables and reports
- showcase our events and news – we will promote events, activities and news.

2. Facebook page

An account for the ACTIVATE project has been created within the Facebook (FB) social networking website. It can be accessed through the link: https://www.facebook.com/Activate-107734704150149

Screenshots from the main FB page and project log page of ACTIVATE are presented in Figs. 3 and 4, respectively.

Figure 3: FB page (screenshot 1).

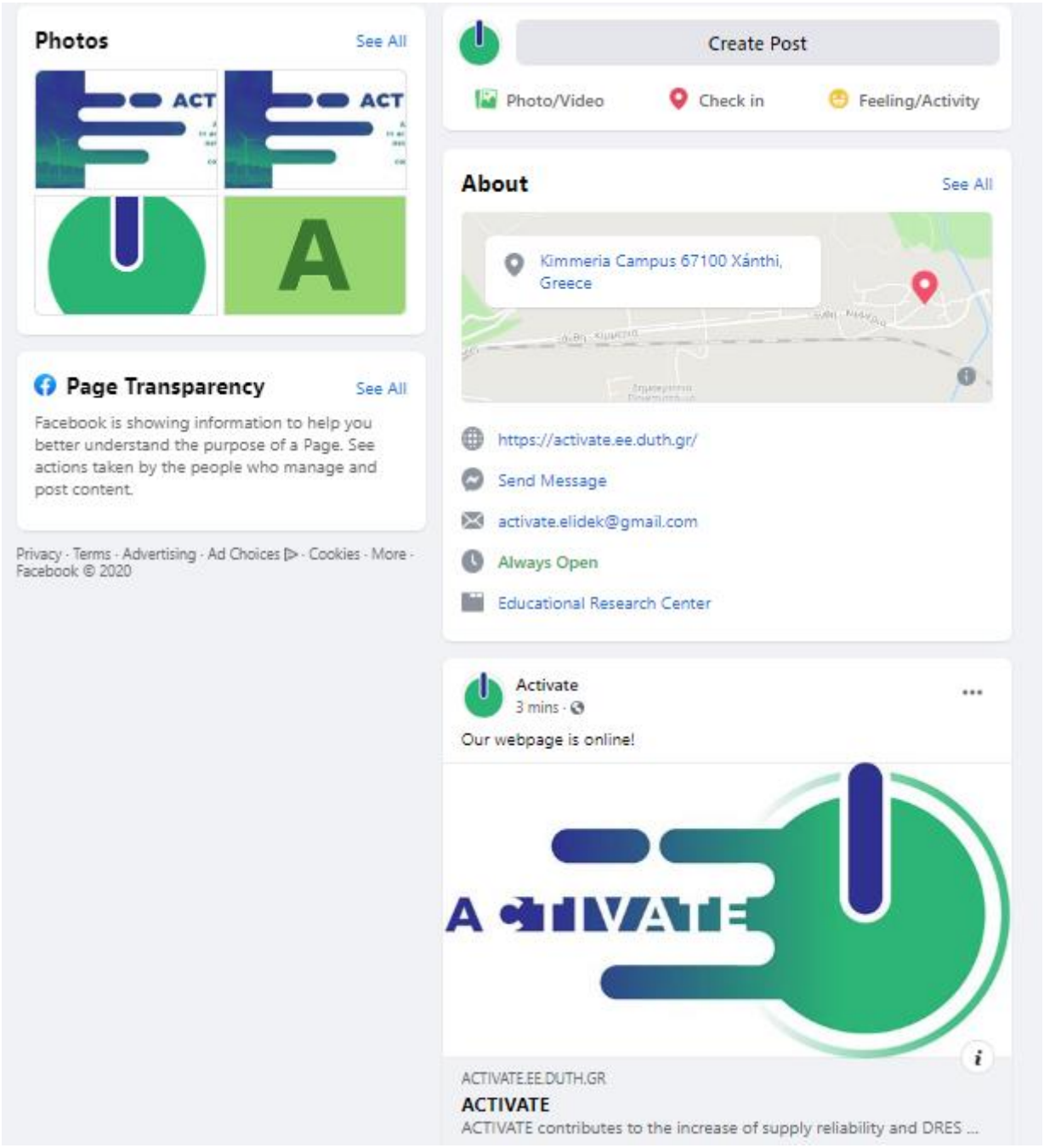

Figure 4: FB page (screenshot 2).

2.1. Facebook audience

Recent studies show that 65 percent of users on Facebook are 35 years old or older. The average age is just over 40 with the largest group aged 45 to 54. Only 14 percent of Facebook users are under the age of 24. Also, 57 percent of users have completed some sort of college education.

2.2. Facebook purpose for ACTIVATE

In consideration of the general data and usage, the ACTIVATE project activities on Facebook will aim to create a community to disseminate the results and activities of the project as well as to define a dialogue among different stakeholders at a policy and community level.

3. Researchgate page

The researchgate (RG) page is assessed via the following URL:

https://www.researchgate.net/project/ACTIVATE-Ancillary-services-in-aCTIVe-distribution-networks-bAsed-on-moniToring-and-control-tEchniques

In RG page of ACTIVATE the following information can be provided:

- Overview of the project
- Updates – news regarding the project progress (Project log)
- Project collaborators
- Description of project methods
- Project references
- Project followers can make questions and receive answers form the research group members.

Screenshots from the main RG page and project log page of ACTIVATE are presented in Figs. 5 and 6, respectively.

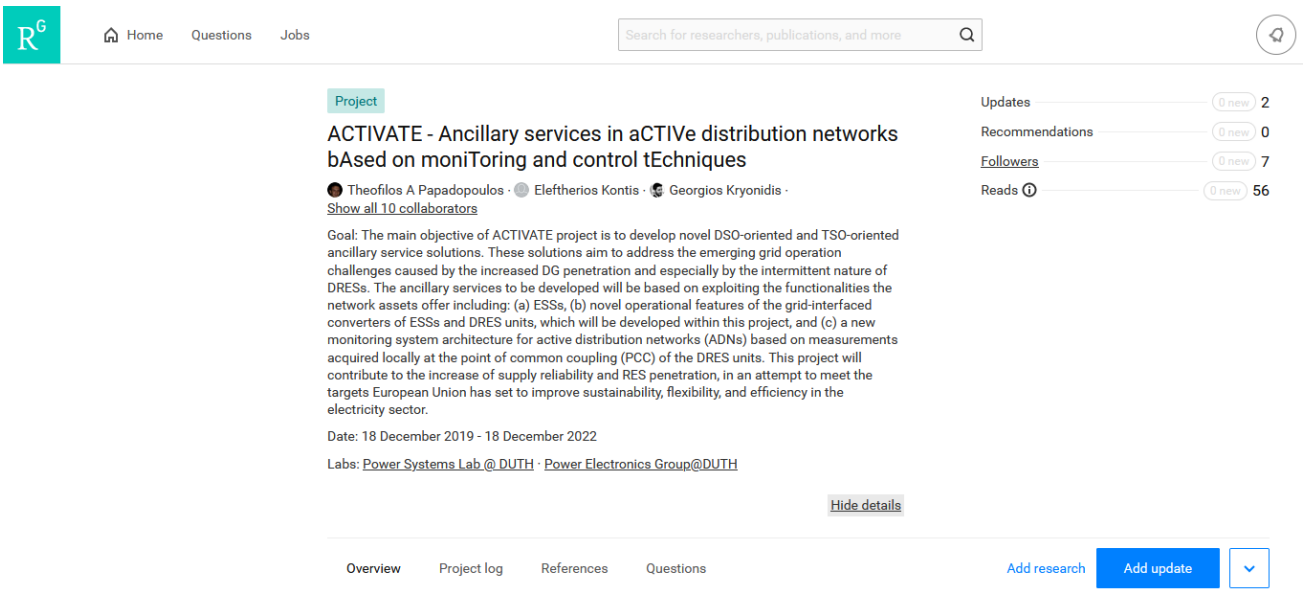

Figure 5: Main page of ACTIVATE in RG.

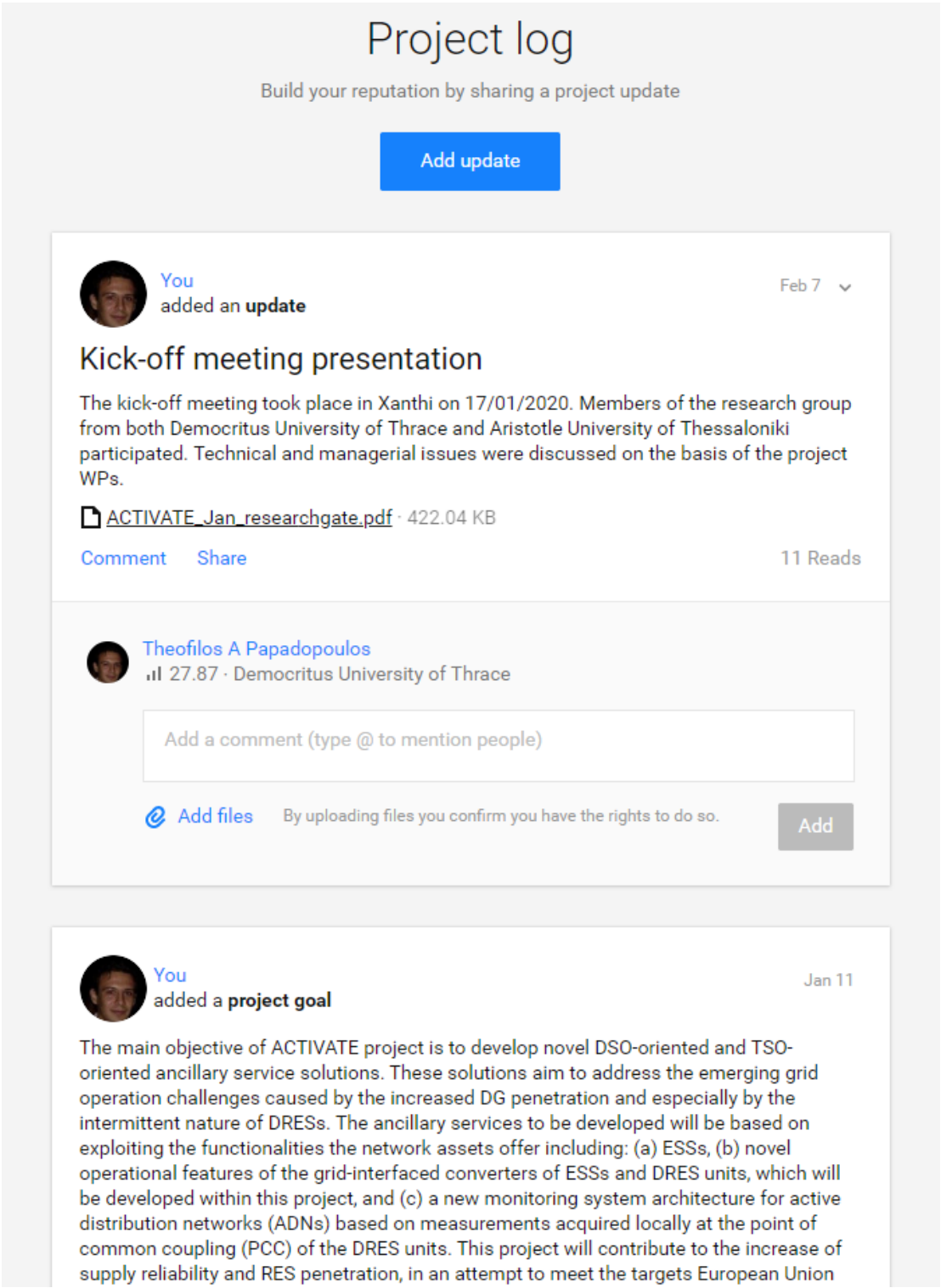

Figure 6: Project log in RG.

3.1. RG audience

RG is a European commercial social networking site for scientists and researchers to share papers, ask and answer questions, find collaborators and demonstrate their work.

3.2. RG purpose for ACTIVATE

The RG strategy will be based on the following aspects:

- sharing contents – we will inform about project results, papers, articles and main deliverables through this social network
- showcase our events and news – we will promote events and activities with a specific target selection to the scientific community

4. LinkedIn page

The LinkedIn page is assessed via the following URL:

https://www.linkedin.com/company/activate-research-project

Screenshots from the LinkedIn page are presented in Fig. 7.

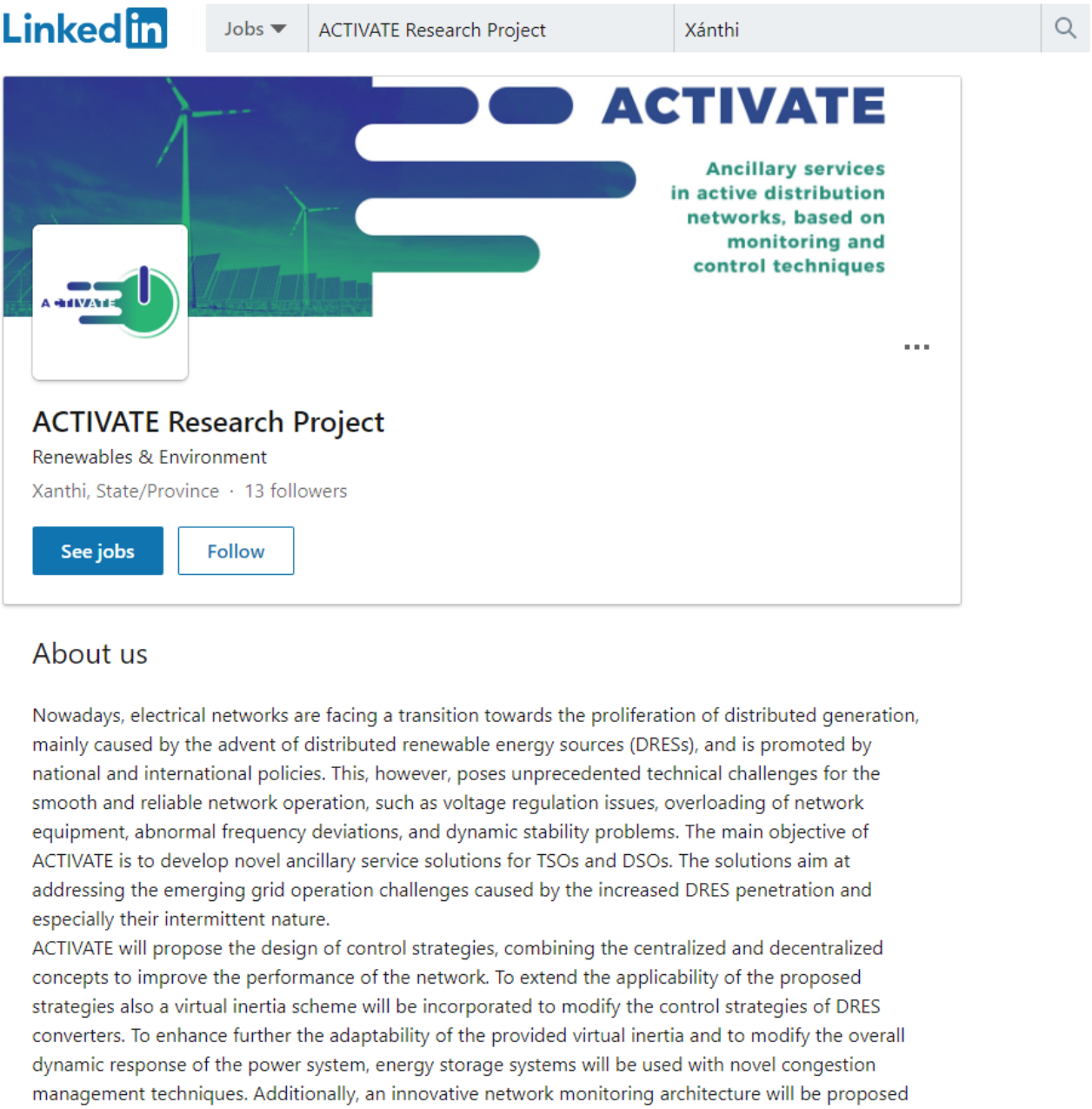

Figure 7: Main page of ACTIVATE in LinkedIn.

4.1. LinkedIn Audience

With more than 645 million users, LinkedIn hosts the largest database of professional and career insights and connects people and businesses to share discussions about industry trends, inspiration, management techniques, and a lot more.

4.2. LinkedIn use for ACTIVATE

LinkedIn will be used by the project in order to access the biggest market of professionals and experts in the field, as well as to create targeted conversions with interested stakeholders operating in the sector.

The LinkedIn strategy will be based on the following aspects:

- sharing – we will share projects results, papers, articles and main deliverables through this social network
- showcase our events and news – we will promote events, and activities with a specific target selection.

5. Conclusion

The project webpage and social media pages consist a key asset in the communication strategy of the ACTIVATE project and their usage will be important to create connections and to increase the impact of the project activities and outcomes.