



A Personalised Integrated Care Platform
(Grant Agreement No. 689209)

D9.2 Project Website and Media Platform

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1 Executive Summary

The project website was launched immediately after the start of the project on 3rd February 2016 at the url www.picaso-project.eu together with Twitter page: <https://twitter.com/ProjectPicaso> and Facebook page: <https://www.facebook.com/Picaso-EU-project-938335469615728>

This deliverable describes the content and the technical solution used for the PICASO website, however, it is an initial version not taking into account that the website will be updated and expanded. The deliverable also describes the webcasting platform <http://webcast.in-jet.dk> used for webinars in PICASO and the social media sites which will be updated continually.

2 Introduction

2.1 Purpose, context and scope of this deliverable

The deliverable *D9.2 Project Website and Media Platform* is provided as a signoff for the project's website at <http://www.picaso-project.eu>, the project's webcasting platform at <http://webcast.in-jet.dk> and the project's presence on social media. The type of the deliverable is DEC (Website) and it is submitted in electronic form on the above url's. This document contains the description of the media platform, its strategy and technical implementation. It also outlines the technical solution chosen and provides a short description of the main content elements of the initial project website.

The project website and webcasting platform were launched at the start of the project on 3rd February 2016 together with the Twitter and Facebook page.

Since the media platform is continually updated, this deliverable only describes the initial setup and population of the platform.

To boost the dialogue and share knowledge and best practice, four webinars will be conducted, targeting different stakeholders: patients and relatives, professional care givers and medical professionals. The events will be webcast live and later available on-demand, using a webcasting platform provided and hosted by IN-JET. The webcasting platform will allow for online participation in the debate via chat and Twitter and answer surveys and polls during the event.

2.2 Context

The overall PICASO dissemination strategy is to progressively increase dissemination efforts as project results are obtained to assure a wide awareness of the PICASO project and to facilitate exploitation after the end of project.

The *communication strategy* provided in *D9.1 Communication Strategy* aims to promote the project and its results to clearly defined target groups and through relevant channels of communication. The *dissemination strategy* provided in *D9.3 Dissemination Strategy and Plan* is intended to optimise dissemination of project knowledge and results to clinical, scientific, and industrial communities, companies and public and private care organisations, who share an interest in the results and the PICASO applications or are potential service customers of the PICASO platform. The strategy calls for web based media to be used to the furthest extent possible.

The dissemination of the results of the project will therefore take several forms and use a variety of media. To ensure that dissemination objectives are agreeable to the Consortium and beneficial for the business interests of individual participants, the Consortium will approve a detailed dissemination plan before dissemination starts. Also, the present Website and Media Platform has been approved by the Consortium.

2.3 Content and structure of this deliverable

This deliverable describes the content and the technical solution used for the PICASO media platform. It does not take into account that the website will be updated and expanded during the course of the project.

[Chapter 3](#) is a brief summary of the target groups that are relevant for the PICASO Media Platform.

The content of the website (both existing and planned content) will be described in [Chapter 4](#) and the technical details in [Chapter 5](#).

[Chapter 6](#) describes the webinar and webcasting platform created for the project and its functionalities.

Finally, the use of and integration with social media is explained in [Chapter 7](#).

3 Target Audiences

The target audience of PICASO dissemination has been defined and analysed in *D9.1 Communication Strategy*. It is divided into four main categories: Patient sphere, clinical domain, technology domain and policy makers with subgroups as indicated in the table below.

Table 1 Targeted audiences for communication in PICASO

Patient sphere	Clinical domain	Technology domain	Policy makers
Patients and relatives	Professional health care providers	ICT industry providers	National health authorities
Patient organisations	Healthcare professionals at hospital and outpatient clinics	Mobile technology providers	Regional health authorities
General public	Health administrators	Health technology providers (software and hardware)	Local health authorities
Psychologists, sociologists and behavioural scientists	Home and community carers and (social) administrators	Standardisation bodies	Health economists Health insurance provider
Press	Pharmaceutical companies	ICT health projects	EU

The main media channels used for communication in PICASO are;

- project website
- social media
- webinars
- partner websites and social media platforms
- online publication and journal libraries
- press and online networks

Further, the following physical platforms are also used for dissemination

- conferences
- events, workshops, meetings
- exhibitions

4 Website

4.1 Website layout and content

The project website was launched immediately after the start of the project on 3rd February 2016 at the url www.picaso-project.eu.

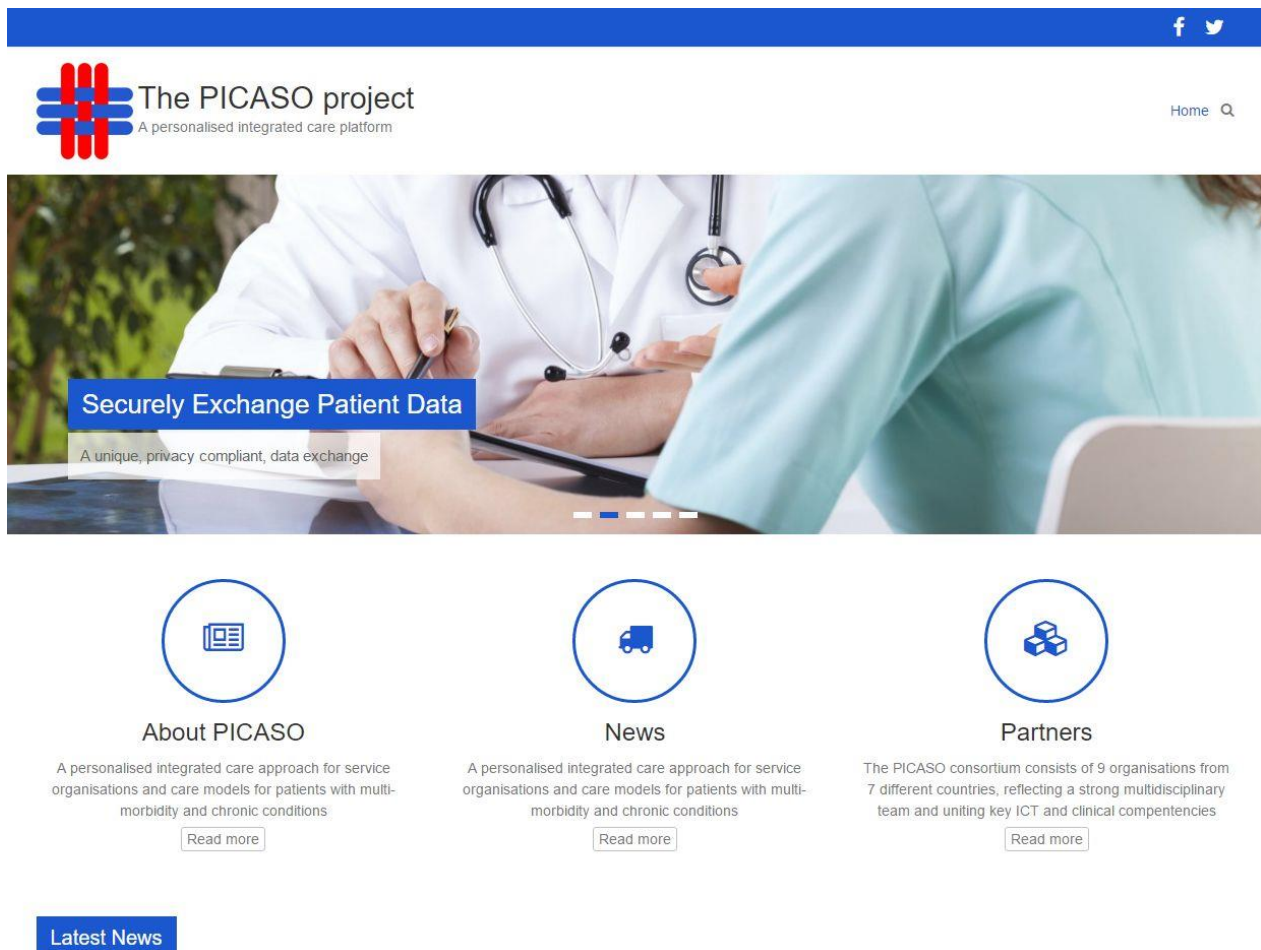


Figure 1 PICASO website

The PICASO website contains the following components:

- Descriptions of project scope and objectives
- Description of consortium and partners
- A blog with archive containing project news, community news and releases of articles
- An article archive with technical articles and notes
- A download site for downloading deliverables, documents, presentations, graphics, etc.
- An event calendar with relevant events, both internal and external, and with participation of the PICASO project partners
- Links for partners to social media sites and means for sharing website content

Further components have been planned for the near future:

- A glossary with acronyms and frequently used terms
- A blog for partners for discussion on relevant technical topics with visitors
- Polls for user inquiries on various topics
- A photo gallery with pictures from e.g. project meetings
- A newsletter for downloading and registering members to receive the newsletter
- RSS feed for immediate news update to subscribers

4.2 Project information

An overview of the project is provided without violating the agreed rules for confidentiality and corporate information. The overall project description includes at least two major aspects: The project and its consortium and the technological scope.

The project information contains legal and obligatory information about the project funding and contract information, as well as links.

The project's technological scope is described in terms of the projects technological objectives, the methodology, the content of each work package, the expected milestones and other information serving to fulfil the projects dissemination objectives and the present web strategy.

Some of the content is presented in an easy to understand language with pictures for the average Internet user, including journalists.

A download repository is provided for download of project presentations, brochures and leaflets, pictures and graphics, etc. and will be activated as material appears.

The webmaster is responsible for maintaining the project information with the assistance of selected project partners, the Project Manager and the Technical Manager.

4.3 News archive, articles and other information

This is the main vehicle for communicating project efforts and results to the target audiences. A newsflash will be shown on the website's front page and will be included in the RSS feed from the site. It will alert the target audiences of either a new development in the project, major milestones achieved or new documents released by the consortium. Major additions to the website may also be accompanied by a newsflash with a short description of the element (article, training package, planned event, etc.).

Events related to individual project partners can also be included in the news, provided that it is somehow related to PICASO achievements, i.e. local recognition for participation in the PICASO project, etc.

Article content include major project achievements, technological discussions and relevant project descriptions. Articles are a major source of project integration activities and dissemination.

A download site for downloading documents, presentations, graphics, project dissemination material and public deliverables etc. will be made available.

The webmaster is the news editor. Any project partner can contribute with news and articles to the website. Such articles will be evaluated and quality checked by the webmaster. Members (including partners) can submit articles, news clips, and images. The submission will not be shown on the site until the webmaster has validated and approved the submission.

4.4 Public deliverables

All public deliverables will be available on the website for download by the general audience. No registration will be necessary to access the public deliverable repository.

The deliverables will be made available as soon as they have been externally reviewed and approved by the Commission.

The webmaster is responsible for uploading the deliverables and will issue a news flash about its availability.

4.5 Scientific and technical articles

The project partners issue a range of academic and technical papers, to be presented at conferences and trade shows, and published in leading academic and technical journals. These papers will be available on the website when released for publication by the publisher. Specific copyright issues need to be resolved in each individual case.

The author(s) of the paper will assess the copyrights issues and the timing of the publication of the paper and submit an electronic copy of it to the webmaster as soon as it is released for publication at the website. The webmaster will publish it and issue a news flash about its availability.

An archive with technical articles and notes such as software descriptions and manuals contributed by the consortium partners is also foreseen. These articles are a major source of project integration activities and dissemination.

4.6 User interaction

The website contains a number of interactive tools for engaging visitors and the target audience, such as commenting on news articles and download public deliverables and other articles. In the future, as the project progresses, it will also be possible to watch demos and videos.

A project newsletter will be issued as part of the dissemination activities. All registered members of the website can sign up for the project newsletter. The Dissemination Manager will take the role of the editor of the newsletter. The editor will manage the newsletters and the mailing list from the website.

The website has a built in facility so that individual users can send messages to one another without the use of e-mail. The messages can be viewed, replied to or deleted in the users (members) private message box.

4.7 Discussion blog

An important vehicle for user interaction is the members' blog for discussions on relevant clinical or technical topics. The blog is only open for registered members. Further blogs are available for discussions within each work package topic. The benefit of this media is that it provides a common platform for the discussions and a practical repository and tracking system for earlier decisions and viewpoints.

5 Technical Implementation of Website

5.1 WordPress

The website is built with WordPress version 4.5.2.

WordPress is web software used to create websites, blogs, or apps. The core software is built by hundreds of community volunteers, and there are thousands of plugins and themes available to transform a site into a dedicated and targeted website for almost any user. Over 60 million people have chosen WordPress to power their place on the web.

WordPress is a free and open-source content management system based on PHP and MySQL. It is hosted on In-JeT's Linux web server.

WordPress's plugin architecture allows users to extend the features and functionality of a website or blog. WordPress has over 40,501 plugins available, each of which offers custom functions and features enabling users to tailor their sites to their specific needs. The customisations range from search engine optimisation, to client portals used to display private information to logged-in users, to content management systems, to content displaying features, such as the addition of widgets and navigation bars.

5.2 Accessibility

The PICASO website is accessible by the general public for general information and public deliverables. More specific tasks such as participation in news forum (partner members only), signing up for project events, etc. require registration.

The site works with three basic role-definitions for users: Guests, members and administrators.

Ordinary users can access general information, news, calendar of events, etc. as guests. Guests are encouraged to register as members to be able to access more specific project information.

Members can have very different access-profiles because WordPress has support for different user groups. In PICASO, two member groups have initially been created. Ordinary members are users, who have registered and provided identification in terms of their e-mail address. A special user group consisting of project partners has also been created. The purpose of the partner user group is to have some functions, such as the forum and certain internal project documents, reserved for the partners only. For the PICASO website it has been decided that only the webmasters have administrator rights.

5.3 Security

WordPress has had many security issues that have been uncovered in the software, particularly in 2007, 2008, and 2015.

Secunia maintains an up-to-date list of WordPress vulnerabilities and there are always several unpatched security advisories, but in recent years, the maximum rating has often been of "Less Critical".

Also WordPress maintains a list of security issues and the large community around WordPress provides both advice and plugins that enhance the security of the site. The PICASO website has thus been designed with a large number of the suggested security measures to overcome the most common vulnerabilities.

6 Webcasting Platform

To boost the dialogue and share knowledge and best practice with the community, four webinars will be conducted targeting different stakeholders: patients and relatives, professional care givers, medical professionals. Two webinars will focus on patient empowerment with participation of patients, relatives and carers, one webinar will focus on integration of care with participation of a broad selection of care givers, and one webinar will focus on management of co-morbidities with participation of medical professionals.

The events will be webcast live and later available on-demand using a webcasting platform provided and hosted by IN-JET.

6.1 The platform

The hosting and webcasting platform is provided by In-JeT and can be found on <http://webcast.in-jet.dk>.

The platform uses the Connect Citizen Engagement platform developed by Public-I Group in Brighton, U.K. In-JeT is representative of Public-I in Denmark and provides the services to municipalities across the country.

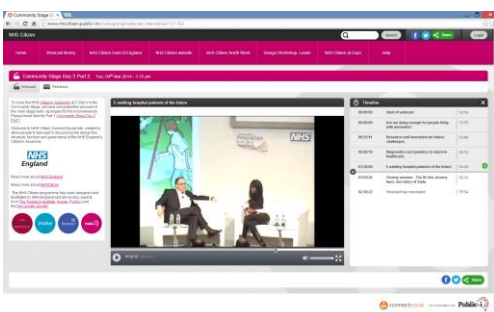


Figure 2 NHS webinars

The core of the Public-i webcasting system is a cloud based Content Management System that wraps functionality around streaming media technologies which matches closely to the needs of the market for citizen engagement tools. By wrapping contextual information - both textual and graphical - around the encoded live or on-demand video stream, Public-i offers a rich user experience and one which is deeply rooted in the context of the citizens. The platform has also been used by large organisations, like the UK health system NHS and the London Olympic Committee, to engage their users and citizens at large in democratic debates about the services they offer.

6.2 Functionality

The core functionality of the webcasting system is provided by a browser-based “player” where the webcasting is presented together with all contextual information.

The player is developed in responsive <HTML-5 design that allows it to be used on a variety of hardware platforms such as PC, tablet and phones.

The content can be shared directly on social media like Facebook and Twitter. Further, the platform allows remote participants to participate in the debate via chat and tweets and answer surveys and polls during the event.



The contextual information consists of:

- Agenda for the webinar
- Profiles of the speakers
- Live slides synchronised with the presentation
- Supporting documents (text, images, etc.)
- Links to external sources
- Interaction tools such as polls and surveys.

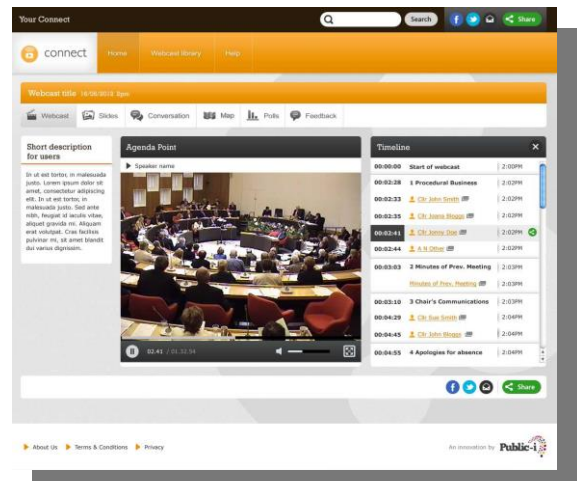
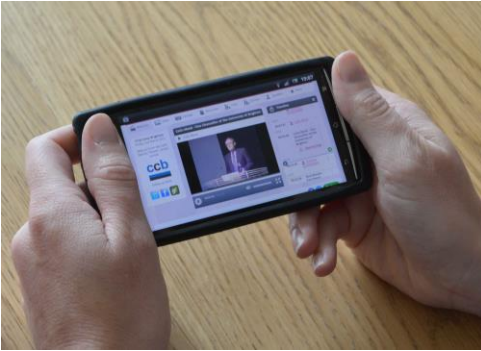


Figure 3 Player layout

6.3 Advertising

Webinars will be advertised through the project website and through invitations to the relevant stakeholders. They can also be shown in an embedded player on third-party websites e.g. partners, clinics, patient organisations and other relevant places. They are stored in a repository from where they will be available on-demand during the course of the project and one year after.



7 Social Media

PICASO uses different social media channels to increase visibility and interact with people. Facebook, Twitter and YouTube are the main social media channels which PICASO will use with the possibility of adding more channels such as LinkedIn and Instagram.

7.1 Facebook

The PICASO Facebook page can be found on: <https://www.facebook.com/Picaso-EU-project-938335469615728/>



Figure 4: PICASO on Facebook

Facebook is the most used social network with 1,6 billion users (Source: <http://www.statista.com/>). It connects people to share messages, photos and videos and enables common-interest groups such as the one generated by PICASO. Facebook is used by adults with 47% of its users over the age of 35 (source: Investopedia¹)

The Facebook group will be used to communicate the PICASO results and relevant content to the 'patient sphere' i.e. patients, relatives, organisations, also attracting interest from the general public and the press,

7.2 Twitter

The PICASO Twitter account can be found on: <https://twitter.com/ProjectPicaso>

Twitter is a micro-blogging tool for the exchange of short messages called tweets. It has 320 million users (source: <http://www.statista.com/>). The aim is to enable people to create and share ideas and information instantly, without barriers. Twitter favours short messages with a limit of 140 characters and links people with similar interests. Twitter is used by younger people, with 35% between the ages of 18 and 29 (source: Investopedia)

PICASO is using Twitter to connect to other relevant projects and stakeholders in the 'technology domain'. Twitter offers a direct communication tool which can be used to invite to events and exchange knowledge and best practise.

¹ <http://www.investopedia.com/articles/markets/100215/twitter-vs-facebook-vs-instagram-who-target-audience.asp>



Figure 5: PICASO on Twitter

7.3 YouTube

A PICASOs YouTube channel has been created:

https://www.youtube.com/channel/UCSCmeKer26ZZLJOix4zgs_g

YouTube is a video sharing website with user-generated and corporate media content. It has over 1 billion users. The PICASO channel will contain videos created by the project and share webinars. Videos will mainly be targeted the general public and the industrial community, demonstrating the platform.

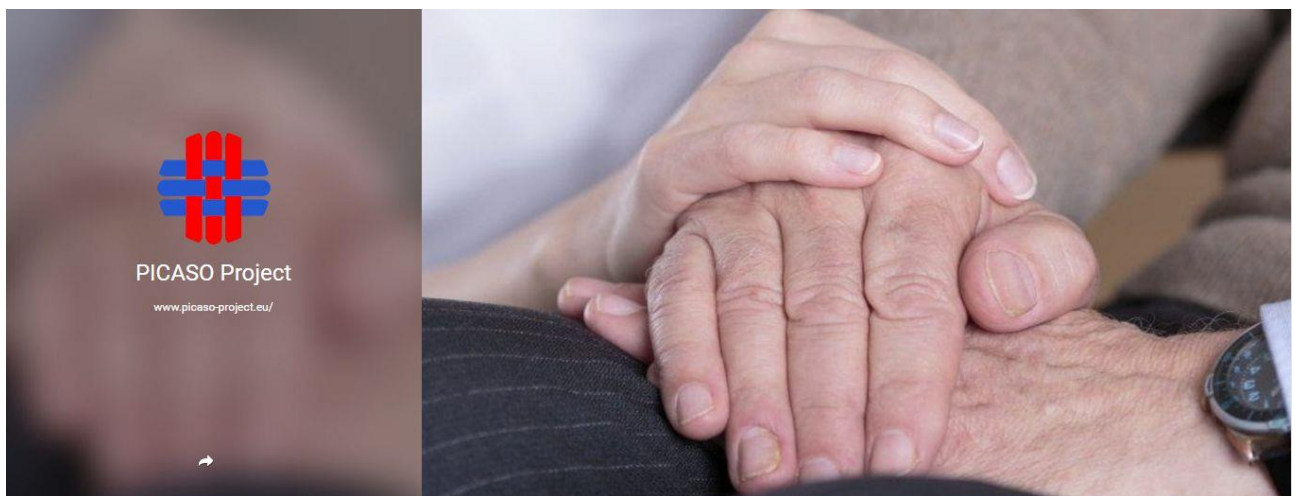


Figure 6: PICASOs YouTube channel

7.4 LinkedIn

LinkedIn is a channel for business networking with 433 million members. PICASO will consider creating a profile on LinkedIn, supporting the Twitter activities, using it as a tool for professional networking and knowledge sharing. It is also relevant for opening up business opportunities for individual partners since it links directly to partners' company profiles.

7.5 Instagram

Instagram is a social photo sharing network channel, sharing photos by using different filters, creating an artistic look. 1 minute videos can also be shared.

Instagram is owned by Facebook and has over 400 million users, primarily younger people under 30, with 53% are between the ages of 18 and 29 (Source: Investopedia). This is not PICASOs primary target group but PICASO will consider creating a profile on Instagram for sharing pictures from events, webinars and workshops, relevant for the general public, thus supporting Facebook activities.

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