This document describes the design and implementation of the initial project web platform.

It provides the consortium with the web platform strategy for online community engagement and how collaborative social network technologies will be used to support dissemination objectives.
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<th>Project acronym</th>
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<td>Initial release</td>
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<td>v1.01</td>
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1. Preamble

The EXPERIMEDIA project is a large scale experimentation project with many challenges, many of them yet unknown. In effect this challenge dimension is twofold; on one hand the project must hold a steady and regular progress during its three year lifetime, and on the other hand be able to reinvent itself.

We can be confident that the journey has already begun with a great asset which strength relies on a significant diversity of partners. No one could deny the EXPERIMEDIA richness of the complementary team of today, bringing diversity of culture, approaches, skills, solutions and mind sets.

Indeed the stakeholders and people involved in the project are heterogeneous and moreover will vary according to the timeline of the project. It will probably challenge the current course, require an adaptation of the rules and reconsider some of the approach up to some of the regulation already in place in some countries. Our organic growth could become cumbersome and makes our moves uneasy, challenging our capacity to integrate without dissolving our own organization.

Also, we have chosen a difficult path at the heart of the project: the gradual creation of beyond state of the art experiments in logic of open innovation. We have to be capable to withstand innovative disruption while nurturing continuous improvement. EXPERIMEDIA will have to make the innovation possible within a constant research for new challenges and solutions.

The project must catalyse innovation from its conception to its sustainable growth. This requires a step by step incremental and agile project organization. One of the bases is to capture all contents developed by EXPERIMEDIA as to optimize them through a proper web system. A reachable and shareable global web platform aggregating and sustaining this constant flow of key information will enable solid communication links between the actors. As a consequence all actors involved in EXPERIMEDIA should be better aligned.

This platform is a website system, the first image and the cornerstone of EXPERIMEDIA dissemination aimed to reflect at best EXPERIMEDIA achievements, capabilities, and facilities. As commonly agreed a website defines itself as a set of interconnected web pages, which will not be in the near future enough as to support EXPERIMEDIA dissemination goals and challenges. Indeed a website system that interconnects dynamically our target audiences with appropriate ad hoc EXPERIMEDIA contents while supporting a community engagement and management is a critical success factor in achieving our goals.

Therefore this document describes our first steps towards the EXPERIMEDIA website system’s design and implementation. That is why we will start by introducing the critical capabilities required for the future EXPERIMEDIA web system platform and then analysing the gap between the current EXPERIMEDIA website and the next web system. This, having in mind that this future web system platform shall support at best EXPERIMEDIA dissemination strategy PM12 to PM36: that is to say beyond awareness stage. One of the key objective being to
integrate the community engagement and management dimensions as a built in capability of the platform.

We detail hereunder the objectives, the target audiences and the critical capabilities of the EXPERIMEDIA website system. We will propose its development, macro-planning and critical organisational resources along with the project milestones.

A key success factor of the website system development will be an agile alignment and bi-yearly review of this initial website ‘design’ according to the dissemination strategy execution needs.

From now on we will name the ‘to be’ website platform the EXPERIMEDIA web platform.
2. Strategic context and objectives

2.1. A key value of the EXPERIMEDIA web platform: ‘dynamics’

This site is by nature open and is in the world of web 2.0. This means that users can, for each item, make evaluations, comments, or share them easily on all social networks. This feature is essential to create the dynamic necessary to engaging and building communities that will be involved in the project, whether they are lead users, users, researchers and experimenters or media operators.

This means that not only media supports but also the form of messages, and any forms of expression, the rhythms of communication must be dynamic and agile.

They must marry closely at the successive stages of the project the form of the messages with successive and evolving targets’ expectations. This dynamic is necessary not only to describe the project in all its components, but also to embody and amplify it and give it additional native dynamics.

Here we are typically in the context of the establishment of a system that must evolve over time but must plan and organize early enough its metamorphoses.

To meet this challenge and avoid getting lost and diluting the efforts, the overall vision of the context, the strategic focus and the ‘corporate’ message, should be fixed immediately and permanently observed by all partners.

In the case the first implementation choices would underestimate or ignore this dimension, then we would get a resulting ‘once and for always’ web platform, that because of the evolving nature of the strengths and constraints of the project itself would quickly become frozen and inoperative.

Our approach is to design a web platform which from the beginning has built in agility capabilities as to continuously and smoothly evolve in harmony with the progress of the project and its target audiences.
2.2. **A dynamic and interactive web platform at the core of dissemination**

The web site will take into account the overall strategic plan of dissemination.

Given the nature of the project and the need for “dynamic value” described above, the general framework of global communication should be based on an appropriate “system” beyond a pure static website. This system shall enable managing the dynamics of interactive communication with appropriate target audiences and communities during the project lifetime. It shall be composed of a set of collaborative services enabling online engagement of communities associated with community networks.

This web platform “system” will be described in more details below. It can already be characterized by these key objectives and capabilities:

- Carry out EXPERIMEDIA Image and Brand
- Inform targets’ audience of the overall project and its progress
- Leverage engagement and recruitment management of diverse targeted communities along the project timeline (community of researchers, EAB, new experimenters, operators, lead users, users, etc.)
- Enable online animation of the ideation, experiment feedback crowdsourcing, and potentially initiate any significant open ideation collaborative process
- Be a flexible and rapid means to transmit information
- Serve as an echo chamber of the project (image, contents, vision and perspective) to all targets affected, and get feedback

These capabilities will be linked and will relay the other actions of the project: meetings, conferences, attendance at events, publications, etc. The web platform presence system will be a core instrument into executing EXPERIMEDIA dissemination as illustrated in Figure 1.
Figure 1. EXPERIMEDIA Web Platform connecting dynamic sources of information
3. Target audience

3.1. Targets and communication objective dynamics

During the time evolution of the project, different targets’ populations should be addressed and associated to variable communication objectives. The internal order of communication, however, must be complemented by an external dimension designed to provide a unified and rewarding image to all targets’ audiences, starting by the consortium first partners. Here we have two dimensions (internal and external) that fit together and should be conducted in harmony, in the same ‘space-time’ communication frame.

As the project progresses over time, the number of targets will widen and as such create communication and dissemination complexity. For example, in the phase of the project devoted to the first open call (PM6), the target population will expand from initial consortium partners’ ecosystems to more diverse research centres and communities, technology providers’ organizations, corporate organizations, lead users and end users.

The dissemination strategy and the web platform objectives shall anticipate these targets changes and provide in a timely manner the accurate communications, content and community animation means, as to maximise these communities’ engagement to bringing their ideas and contributions and to participating in accordance with the ethical and organizational models, sharing the values and methods of the project.

In addition, the scope of the collaborative model should be extendable while ensuring robustness and reliability essential to the credibility of the project itself. The communication model, messages and objectives will then no longer have much in common with the early steps of the communication process. This ramping-up of both targets and scope of communication must be supported seamlessly by the same means of communication, the web platform system, without breaking. Moreover the web platform shall enable the capitalization of accumulated efforts and related knowledge as to creating an asset base.

This implies a key requirement of scalability of all axes of the communication device: the EXPERIMEDIA web platform system.

3.2. Target audience nature and growth during project timeline

The key target audiences of EXPERIMEDIA web platform are multiple by their origin or their role and even from diverse nature, size and will evolve according to the project timeline.

We can, however, classify them in order to organize our dissemination strategy properly. While the project develops, the different categories of actors will also grow in size and in role. We can imagine they will follow the path of being step by step interested, supportive, and engaged whether directly or indirectly participating to the value creation of the web platform content.

The targeted audiences can be represented as growing circle along project timeline, as illustrated in Figure 2. Each audience target could contribute enriching contents of the web platform as an engaged actor of our dissemination strategy.
The EXPERIMEDIA partners shall be the first to be engaged as to contribute to the baseline of this web platform. The web platform success will largely depend upon their mindset’s alignment on dissemination content strategy and its execution. Each partner shall have the same level of information so as to disseminate with efficiency and effectiveness. This will enable partners to optimize dissemination both inside and outside their own organization as to enlarge and engage the next level target within their ecosystem.

Each partner/venue should provide a list of the enterprises and individual actors within its ecosystem and update it on a monthly basis. This list should be used as to identify and qualify the potential relay of dissemination as influencers, facilitators or opinion leaders and help us to identify potential experimenters.

Of course the experimenters are an important target for our communications, which means we must be able to:

- identify and qualify them;
- convince them of the benefits to participate in the project;
- have them adhere to scenarios that have been imagined, and contribute to scenario improvements;
- engage them into EXPERIMEDIA and particularly to the scenario’s improvement;
- align them to the experiment execution and dissemination.
A particular focus shall be on media actors (journalist, broadcasters, etc) that are relevant for the experiment and the scenario. For example a rugby journalist is not relevant for year one. The partners and venue should contribute to identify and prioritise the first media actors required for disseminating the first experiment. The experimenters should create a dynamic engaging media presence building a strong communication channel of results, return of experience and promoting their approach.

The focus should also be made on lead users. They are these categories of end users who are more knowledgeable, more motivated and more "advanced" among the communities of mainstream users. Thus, they always are referent, respected and influential persons among their communities. As such they can be key relays for communication purposes and engaging them online, animating resulting communities will be a key component of the web platform.

The end users communities are mainstream users. They generally represent large crowds and they need mass communication to be reached as a group. Later, when they will be involved in live experiments, it will become necessary to adapt and customize the communication per community segment.

3.3. Specific targets and induced targets

Specific targets, among here above mentioned generic targets can already be identified, and other will be induced targets along the project lifetime.

As of today those specific targets and communities to be taken into account are:

- FIRE and related projects communities subset
- Consortium partners communities and their ecosystems

To be complemented to:

- leveraging the open calls process from a dissemination perspective (for example by Q&A interactive sessions), as to maximize new partners’ demand management

A list of significant FIRE projects and their communities is to be defined by PM6, as stated in the dissemination strategy. Topics of interest to FIRE targets will also be defined by PM6.

3.3.1. Intra project and consortium, extended to their ecosystems

Each partner shall designate a list of its ecosystem partners, with a named person at each partner, as to be able to include them in our communication strategy and its execution.

Specific intra-consortium communities such as the executive board have already been designed and could be extended. They could benefit of specific communication content with specific access to the web platform. The ethical advisory board is an example of a specific community, which would require ‘private’ access to the EXPERIMEDIA web platform to share documents, comments, and collaborate.
3.3.2. **New partners awareness and recruitment to support open calls**

Once EXPERIMEDIA has determined the scope and objectives of an open call, the repository of the open call presentation and details should be hosted on the web platform. As such our web platform should be one of the channels to leverage the open calls communication, without interfering with its management organization. The web platform could contribute to enlarging and engaging the open calls audience by the set-up of interactive Q&A sessions.

3.3.3. **Experimenters and lead users by corporate organisations**

A list within Fortune 1000, and besides within top venue management, event management, sports federations, broadcaster and press companies shall be made. The web platform shall address these lead users, within their corporate missions, as to first create awareness and then facilitate their online engagement.
4. Critical capabilities of the web site

4.1. From a static web site format to a live magazine format

4.1.1. Site web type index from an editorial format perspective

In the world of the web there are many types of sites, from communication and marketing to sales and social networking sites. Three broad categories of web sites are detailed hereunder as the most relevant for EXPERIMEDIA web communication purposes.

These three categories are classified based upon their dynamic and interactive capabilities, as to support agile and collaborative editorial formats. Of course the scope of technologies used to enable these capabilities are not the same, but we will not develop these technological requirements at this stage.

4.1.1.1. Corporate sites

These aim to reflect a company, and its activities. They are more or less modelled on the traditional print information leaflets. Their layout templates are very varied (flash, animation, video, etc.) but their built in design imposes stability in the content and expression. Changes to published information are more or less constrained by the rigidities of the template layout. The key factor of differentiation and added value lies in the artistic design that shall reflect the corporate identity and its branding, values, etc. The constraint of success lies in that the site tree structure must obey strict criteria of ergonomics and usability.

4.1.1.2. Blogs

These are based on presenting information based upon pure chronological criteria. Information published are of equal value in terms of layout, the differentiation is through the interplay of categories of items may allow a relative but poor ranking. The value of blogs lies in the functions of feedback and social network which are generally quite well developed.

Some blogs are characterized by elaborate designs and templates, but the internal structure is more or less the same.

4.1.1.3. Live web magazine

Their function is to publish information of different nature and enable distribution of this information through a set of variable modules’ layout, with all the breadth and richness inherited from the printed press magazines, but featured with multimedia interactions, driven by the reader. Still the basic editorial organisation of a live web magazine site is not very different from any press newspaper or magazine: headings, featured articles, brief news, information flow subscription, videos, and slideshows.

The beauty of a web platform organised as a magazine is that any piece of available content can be assigned to a layout which matches a specific target’s interests. The selection of the contents and their formats will be automatically adapted to specific target audiences and thus creating the impression of a dynamic and constantly evolving, up to date website. This enhances dramatically
the impression of dynamism given by the site. The same information can be, on one day, in the
text
main heading column and on another day in another less visible section.

In addition to these dynamic aspects, the technologies developed in the web magazine allow
several interesting features:

- Columns can be open to several different writers with specific authorization procedures,
- Information can be published with some automaticity: brief news, appointments, RSS
  feeds, image galleries and videos.
- Comments, sharing features and communities: social network integration can allow any
  item to be automatically shared on all social networks upon its release or on a pre-
  programmed schedule.
- A web magazine can of course embed specific designs to carry the corporate identity of
  the Brand as any traditional site
- Web magazines are very scalable and can grow according to a broadening of targeted
  audiences by including specific information and collaborative spaces, open or with
  limited access, at the pace required by the project.

4.1.2. Current EXPERIMEDIA website

The web site is the front view of the project; it fulfils the needs of a centralized platform of
information while presenting a synthetic summary of its objectives and its current status. The
main objective of the current website is to inform interested people about the project and update
them with news and publications.

The initial website implementation, (found at www.experimedia.eu, see Figure 3) has so far very
well accomplished its first role of references and alignment. The site runs on the Google Sites
platform, chosen because of its simplicity and ease of collaboration. It is not however very
flexible in terms of design templates or fine control over the look of the site.
The current website has sections on:

- news
- experiments
- venues
- events
- partners
- information about the project in general
- contact information.

In terms of dynamic and social aspects, it:

- allows authorised individuals to create, draft and publish new pages
- links to Twitter and LinkedIn
- links to SlideShare for publishing presentations and will use Scribd for publishing public documents such as this deliverable.
- has an RSS feed for news
- is being updated with news articles and events, for instance about project meetings.

Still, it belongs to the first category of corporate website as it is close in its editorial logic to a classical corporate brochure. This is fine for EXPERIMEDIA communications needs at this
stage but maybe not an efficient channel of dissemination from PM12 to PM36. The website does present the project, the partner’s organisations effectively, but the dynamicity of the project and of current partners’ achievements and collaboration could be more visible, rather than just pointing to the partner’s website home page as shown in Figure 4. The collaboration between the partners and the venue is not explicit within the context of the experiments. A dynamic site would pull directly FHW approved content that is the most relevant to EXPERIMEDIA experiments. The content could be for example be information on the THOLOS facility at FHW on one day, or another FHW content on another day. The information could even vary depending on the targeted audiences, based on how this audience came to EXPERIMEDIA site, directly, through a Social Network Page, through a newsletter, or RSS feed subscription. The nature of the current website does not allow this dynamicity to be revealed easily partly because of its vertical navigational structure. In addition, the site nature will not enable the automaticity of dynamic content presentation in the editorial format adapted to specific target audiences.

Figure 4. The current website is missing relationships that could better explain partners’ collaboration in the experiment context.

If it remains so, it may not leverage interactively the richness of information generated by the project to our targets, nor demonstrate the innovative, dynamic and collaborative image of the activity generated by the project. Besides, pushing content to specific target audiences and animating these audiences and their potentially associated communities will not be as obvious as within a web magazine format, and will not be sustainable beyond a hundred of Twitter followers or three communities and their pages.

As to envision the initial website transformation we detail hereunder what shall be the future EXPERIMEDIA website capabilities, in a web magazine format. Whether or not we shall
transform the existing site, according to which time-line, and with which resources should be a debate among all partners.

We also define the editorial organisation, process and roles, as to support at best the EXPERIMEDIA website and this organisation shall be put in place as soon as possible.

4.2. Main characteristics of the EXPERIMEDIA web magazine
The future EXPERIMEDIA web platform shall therefore be of the ‘web magazine’ kind. This form is recommended to ensure a continuous and recurring dynamic and a granular support by the web platform during EXPERIMEDIA project life and subsequent dissemination goals.

This imposes the key following characteristics:

- Grid Based structure and design approach.
- Editorial organisation and process
- Interactivity and collaboration built in capabilities

4.2.1. Structure and organisational frame
The EXPERIMEDIA web platform structure and design shall be the one of a grid-based approach.

The main idea behind grid-based designs is a solid visual and structural balance of the web platform. Sophisticated layout structures offer more flexibility and enhance the visual experience of visitors. In fact, users can easier follow the consistency of the page, while developers can update the layout in a well thought-out, consistent way.

A grid is a consistent system for placing objects. It works on two levels: at the unit level of modules and at the column level. Units are the basic building block of a grid. They’re all uniform. Columns are the grouping of units that create the visual structure of the page. They are not necessary uniform.

Note that a balanced and consistently implemented design scheme will increase readers’ confidence in the site.

Examples of grid-based approach web magazine sites:
Figure 5. Example of New York Times web magazine.

Figure 6. Example of Times Online.
In such a web magazine structure, the pieces of information or ‘objects’ are distributable according to a stable and strong organization of topics, whilst enabling a great and variable richness of graphic expression. As a consequence of this modular structure, the pieces of information may be displayed in different modules giving them more or less importance, visibility depending upon various criteria such as the time (hot news), their nature or their volume, or their target audiences.

This display of each item of information is predefined by the list of topics to which this item refers. A topics repository has to be defined, and can be changed regularly, without disturbing the site structural organisation.

The hierarchy and prioritisation of topics can be changed easily. The items are then called into some menus and into types of modules according to the editorial choices made. For example, we might say that within the front page headline column A, we will systematically put the latest articles published on a particular topic.

Topics associated with this organization can be modified and adapted at any time without disrupting the structural balance of the site. We can create overtime new sections, delete or, put some forward, some not, etc.
The rough pattern in Figure 8 below shows a proposal for what could be the EXPERIMEDIA site structure according to this approach.

![Figure 8. EXPERIMEDIA example dynamic website.](image)

The editorial principle is to regularly provide information about the project and its stakeholders in the form of news and featured articles. The idea is to automatically provide information about the project so as to show its dynamics.

The topics discussed in the web magazine model follow those of the existing site but are organized differently as to fit into a grid based approach. They are:

- About the project
- Future Media Internet description
- User quality of experience methodology
- The partners
- Venues
- Last news of the project

It will be possible to create as many sections as desired depending on the progress of the project and upon the stages of the dissemination execution. However, the web platform structure will not change, to build over time a strong image and of solid reference.
4.2.2. Editorial organisation and board
This new site structure enables an agile and collaborative editorial organization that could be open to many players. To demonstrate the breadth of content generated by the project and its experiments, it is necessary to provide project stakeholders the opportunity to publish information directly.

The site will also embody a back-office administration engine to define access levels to external editors, or to external sources automatically (for example RSS feeds, XML feeds, videos channels, etc.). Certainly it will be necessary to define a contact person who will act as the “chief” editor to ensure consistency of the site, its content, and its alignment with the project’s dissemination stages, etc. but the site will be designed to allow people located in different places to intervene directly and make their contributions, at different levels of the structure.

An editorial board will be created with one representative of each partner. Each partner will appoint a communications officer, to execute the communication interface role between its own organisation and eco-system and the consortium. The editorial board will define every two months its major headlines and communication subjects. On a bi-monthly basis a web call will be held with all appointed communication officers from the partners to propose the accurate and detailed contents to enable managing the web platform accordingly.

4.2.3. Interactivity
This site is by nature open and is in the world of web 2.0. This means that users will be able, for each item, to make evaluations, comments, or to share them easily on all social networks. This feature is essential to create the dynamic necessary to engaging and building communities that will be involved in the project, whether they are lead users, users, researchers and experimenters or media operators.

This dimension articulates the site into a broader scope of means of expression that are the subject of the next chapter. The web magazine for EXPERIMEDIA site is indeed a piece of a larger ‘web system’.

4.3. Web magazine site and associated channels: EXPERIMEDIA interactive 'showcase'
The web platform will have a central privileged role to relay messages defined in the dissemination communication strategy. Also the objective of the first year is awareness development; our main focus will be to link to existing communities and prepare the future dissemination stages for year two and three.

Based on a community typology to be defined by PM6 we should prioritize the targets accordingly to a set of criteria in line with the current project time line development. A prior analysis will be conducted to understand the different communities and qualify the needs, constraints and opportunities to engage them in the project. This list and related analysis will be updated on a bi-yearly minimum frequency.
Tactics will be defined accordingly to the targets. For instance sports scientists and journalists could be engaged to develop the proper awareness of the skiing communities at the first stages.

The resulting communities’ segmentation shall then be aligned timely with the experiment planning so that the thematic will create the proper dynamic and ensure the interest of the community segment.

As explained in Figure 9 below, the site is a major cornerstone of a more general system which shall include a collaborative platform, a newsletter, an associated blog, videos, to be available on a whole range of users’ devices including smartphones, pads, etc.

We will make a special effort to leverage information on the website by allowing it to be easily relayed using RSS feeds, and buttons to send it on to major social networks (LinkedIn, Twitter, Facebook, etc.).

We may include automatic translation tools so as to enlarge the audience of the site for the non-English speaking public, if it is relevant and depending upon resources (as the best translation tools are quite costly).

Particular attention will be paid to SEO (Search Engines Optimization) of the site through the careful choice of meta-data tags so that search engines can easily identify the content.

![Structure of the experimedia web 2.0 site](image)

**Figure 9. Structure of the Web Platform.**

### 4.3.1. Social media to engage online communities

The keystone of engaging online communities is to use their social media. This new form of media has become a part of our communication in everyday life and includes from shared text message, and emails to the extent of the creation of a shareable richer content (photo, video, documents, art, etc.). This media relies on web-based and mobile technologies to turn communication into an interactive and traceable dialogue. Also, social media is media designed
to be disseminated through social interaction, created using highly accessible and scalable publishing techniques.

Among all the social media we have to focus on the appropriate categories which follow our dissemination plan. As such, current statistics allow us to qualify based on volume our social media approach. This approach has to be balanced by other qualification criteria regarding the target communities based on scenario and experiment of year one and year two (scientific, technology start-ups and enterprises, broadcaster, skier, swimmer, archaeologist for example).

Figure 10. 2011 Social media marketing industry report (Social Media Examiner).

Figure 10 illustrates the presence of Social Media main platforms in terms of percentage of users of the worldwide internet total number of users. This Figure is taken from the 2011 Social Media Industry Report from the social media examiner site. It is the landscape for social media marketing purposes in which we shall qualify the most relevant social media platforms to support EXPERIMEDIA community engagement.

- Facebook (600M monthly active users)
  - Social media to interact with our fans
  - Appropriate for B2C (Business to consumers), less useful for B2B2C (Business to business to consumers)

- Twitter (175M Twitter accounts)
  - Inform real-time anonymous audience as well as followers
  - Great to take credibility over a specific topic

- LinkedIn (100M+ professionals)
  - Business-focus social media
  - Content promoting and generating thought leadership

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• Google+ (18M users)
  o Most recent Social Media, like Facebook
• YouTube (2 billion views per day)
  o Primary video-sharing site
• SlideShare (100M+ registered users)
  o Similar to YouTube, but for slideshows

4.3.2. Management and development

![Management of the social networks](image)

**Figure 11. Management of the social networks.**

On most social networks, it is possible to create either interest groups, or "fan" pages in the case of Facebook for example.

For a start our business page wall on Facebook will enable,

• Wall Posts: anyone who “Likes” our Page can post content to our Page’s wall.
• Comments: comments are an opportunity to react to a wall post. Both we and our fans can comment. We can consider it as a mini conversation that spurred from the original post.
• Likes: the classic thumbs up! If someone “Likes” a wall post, this means they like the content of that post. This can also be translated to mean “I agree”.

On Twitter we will have on the same way to understand what the expectations of the followers are:

• Relevant questions about EXPERIMEDIA project
• Relevant questions about our sectors of industry and/or partners’ ecosystems
• Retain followers’ interest by presenting live events or participating in forums
• We can assign the community manager to answer questions. This is a great way to develop credibility.
To develop thought leadership and grow EXPERIMEDIA’s reach according to the dissemination plan we shall also consider LinkedIn. In particular:

- LinkedIn Answers which are similar to Twitter, we have to monitor questions that are relevant to our current stage of the project. By taking a moment to respond with a thoughtful answer, we could win “Best Answer”. When answering, we also have an opportunity to link to relevant resources. If we have recently published a blog article that addresses the topic in question, we should link to it.

- Group Discussions: LinkedIn members also interact often within LinkedIn Groups by posting discussion questions, topics, and more to the group. These discussions offer other opportunities to answer, comment, and link to our resources when it makes sense and is valuable to the community.

A LinkedIn group is already active and linked to by the EXPERIMEDIA site:

http://www.linkedin.com/groups?about=&gid=4158452

These social networks can disseminate information and initiate discussions, which can convey messages in accordance with the objectives of the dissemination plan.

Note the case of the Twitter network (www.twitter.com) which may have an additional function to the above networks: the network is not really designed to start discussions, but instead it can be very effective in quickly relaying information about the news of EXPERIMEDIA (presence of events, launch of experiments, etc.).

A Twitter account https://twitter.com/#!/ictexperimedia is set up and linked to from the existing EXPERIMEDIA website and shall be enriched by creating more personalised messages on the monthly life and achievements of EXPERIMEDIA.

Google+ was just launched 6 month ago and has already more than a 100 million members yet who are mainly composed of early adopters, and highly connected people. It combines features of Twitter and Facebook and will also tackle LinkedIn by offering Business Page publication capability. Google+ offers also an easier use system than Facebook to share content for specific audience through circles. It also allows an integration of live web events such as Hangouts with live video chat up to 10 people with a quality of experience quite acceptable compared to Skype or MSN solutions.

Other types of networks will also relay information as needed: YouTube (or equivalent) for video streaming, SlideShare for the dissemination of PowerPoint type presentations and Scribd for hosting public documents. EXPERIMEDIA already a presence on SlideShare http://www.slideshare.net/experimedia/, with as of Dec 26th, two presentations on line.

Special mention should be made to the online community "AMI Communities" that can be found at: www.am-communities.eu. AMI Communities brings together a broad community of over 5000 members who are engaged in European projects and communities (especially European living labs communities). The AMI Communities site includes a wiki, collaborative
workspaces (BSCW), blogs and even polls. Each of these tools can be relays to advertise EXPERIMEDIA among communities interested in European projects.

4.3.3. Our own online community

In terms of community, we think that the ultimate goal to pursue should be that our project launches its own community, enabling better control and communication and also enabling to have a direct focus on our goals. To launch our own community we shall be able to provide our own collaborative platform to this community as described in Figure 12.

We do not develop extensively these aspects in this deliverable as they are rather pertaining to other tasks (notably the Task 2.1.1 about "methodology").

Let us nevertheless mention here that we will focus on building a community of users (and lead users in particular). These will naturally constitute relays to convey information in the networks to which they belong.

This EXPERIMEDIA online community shall be supported by a collaborative platform. The main functions of this platform shall be the following:

**Figure 12. Functions of the collaborative platform.**

4.3.4. Conditions of success

There are several conditions for successful communication policy online:

- Consistency and alignment with the overall strategy of the project with specific goals to achieve. To do this, we will ask the editorial board for its opinion on the key communication messages and to agree on the editorial axis to communicate outside.
- Ensure that communication is as viral as possible. This implies that there is a real animation according to predefined editorial axis
- Define roles of a community management process, and assign individuals to these roles as to optimise interaction with the social networked communities, in an as segmented or personalised way as possible.

It is therefore important that this policy of communication and dissemination becomes a shared concern and process among all the members of the project. Each must in coordination and harmony with the overall strategy relay in its networks messages aiming to supporting the project.
5. Planning and resources of the web platform

The target web platform design trade-offs should start immediately, so as to define a detailed roadmap for its implementation. The macro planning is defined in Table 1 below, on a half a month time line basis:

As to decide whether or not, and when EXPERIMEDIA shall start the upgrade of the existing website to this new Web Platform, and make implementation trade-offs based upon critical time-lined capabilities requirements and resources, a two day workshop with the partners involved in the development of the existing site, the venues and Interactive Studio, ICCS, Atos, Infonova, JRS, IT innovation and FDF shall be planned before PM7.

Table 1. Major task planning (“M1-1” is the first half of month 1)

<table>
<thead>
<tr>
<th>M1-1</th>
<th>M1-2</th>
<th>M2-1</th>
<th>M2-2</th>
<th>M3-1</th>
<th>M3-2</th>
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<tbody>
<tr>
<td>Conception graphic design / corporate identity/branding</td>
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<td>Qualification Social Media and Community target</td>
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<td>Integration – technical development and set up</td>
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<td>Back-office customisation</td>
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<td>Topics definition</td>
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<td>Inventory of content and redaction of articles</td>
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<td>Define and put in place external sources of content</td>
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<td>Internal Communication promotion</td>
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<td>Site beta version – limited diffusion and feedback</td>
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<td>Site launch (with very limited collaborative platform capabilities) but with collaborative platform design done</td>
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The following resources are required:

Table 2. Resource planning.

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<tr>
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<th>M2-2</th>
<th>M3-1</th>
<th>M3-2</th>
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<tr>
<td>Artistic Director</td>
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<td>Designer-Ergonomist</td>
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<td>Integrator and developer (html5, CSS, JavaScript)</td>
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<td>Back office development and integration</td>
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<td>Chief editor role</td>
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<td>Webmaster role</td>
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<td>Social Media and networks community manager roles</td>
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The following roles have to be assigned to named people at each partner within the consortium:

- Editorial Board representative, i.e. one person per partner, and all task leaders to define the headlines and content topics. Meeting every two months.

- Editorial Board representative shall be the Communication ‘interface’ between its own organisation and EXPERIMEDIA as to provide articles, content, links from the partner organisation. Workload estimation is of 2 hours per week with a bi-monthly call.

- Community management contribution roles for each partner/venue.
6. Conclusion

EXPERIMEDIA has now defined a new instrument to leverage and support its dissemination strategy execution.

We will leave the current shore of the existing website to move to our first implementation of an agile and collaborative web platform. Although developing the first web site took some effort and as such justify fully to be a seed to our baseline it is now necessary to move towards a more flexible web system format, of a web magazine kind, and to create a light process and organisation as to fill in this web platform with appropriate content, in a dynamic, agile and collaborative manner among all partners.

Moreover, this next web platform shall contribute to engaging targeted communities, and next experimenters. As such, the EXPERIMEDIA web platform must have built in collaborative capabilities, community management capabilities and shall be the web showcase of EXPERIMEDIA mission statement and achievements.

Finally, all partners shall use this web platform as the primary receptacle to put their content, presentations, report their participation at events, to create our private forum of exchanges, promote their best practices and facilitate reporting.