Initial Project Website and Advertising Materials

MORPHEMIC

Modelling and Orchestrating heterogeneous Resources and Polymorphic applications for Holistic Execution and adaptation of Models In the Cloud

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Executive summary

The purpose of this document is to introduce the MORPHEMIC visual identity as a part of the promotion and dissemination plan.

Nowadays, web presence is a must for any type of organization or project. It is not enough to merely create a website or a portal. There should be a complete list of Internet and mobile activities available through various channels, such as WWW, mobile, LinkedIn, Twitter and Facebook. Also, additional forms of supporting activities should be included, such as posting messages on dedicated forums, conference and events pages, participating in discussions as well as answering questions on external websites.

All the promotion and dissemination events, publications, conference presentations, plus the participation in industry events should be properly covered by appropriate posts on a project website and relevant social media. An important element of each promotion and dissemination strategy is an attractive visual identification to attract attention.

For the MORPHEMIC project, an initial project website and social media strategy has been designed and is currently being executed. All the associated activities are aligned with the EU Commission guidance for web, mobile and social media publishing. The main elements of MORPHEMIC's promotion include an attractive visual identification with a complete set of visual elements, which strongly contribute to a consistent and complete strategy for all channels of communication.

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1 Introduction

This deliverable reports on information and activities related to the MORPHEMIC project's initial web presence. It includes the creation of the MORPHEMIC website[1], the LinkedIn showcase page[2], the Twitter activities[3], as well as the Facebook page[4] and related activities.

The document also briefly describes the methodology used for web presence creation with justification for its selection.

Furthermore, the visual identification package is briefly described, as it is a core element of the presentation layer within the communication channels used.

Finally, the future work and sustainability procedures for the MORPHEMIC website and connected social media are presented.

The final version of the sustainability plan for a complete web presence of MORPHEMIC outside of the project will be included in deliverable D8.5 "Final Project Website and Advertising Materials" at M34. This deliverable will also include the final statistics for the communication and dissemination channels.

1.1 Structure of document

The document is divided into the following chapters:
1. **Introduction** – the chapter explicates the base methodology for the web presence approach;
2. **Target audience** – this chapter presents the target audience of the MORPHEMIC channels;
3. **Web presence strategy** – this chapter describes the initial web presence strategy;
4. **Visual Identity package** – this chapter briefly describes the visual identification package;
5. **MORPHEMIC Portal approach & methodology** – this chapter explains the approach taken and the methodology used when designing the MORPHEMIC Portal;
6. **Social media presence, activities, communication procedures and reporting** - this chapter explains the way the respective LinkedIn, Twitter and Facebook channels have been formulated with the communication procedures regarding MORPHEMIC Website and social media as well as the visitor statistics report which will be used for MORPHEMIC channels;
7. **Future work** – this chapter comprises the planned work concerning the extension and the development of the content and web presence.
8. **Summary** – this chapter provides a summary of this deliverable.

The following document is mainly intended to be read by the participants of the MORPHEMIC project so that they are aware of the approaches used and the scope of the web presence strategy and social media activities.

Also, the document could be used as a reference web presence strategy approach for other H2020 projects, as we consider such an approach both complete and goal-oriented. That is, it could be beneficial to include our approach or its relevant parts in the web presence of other H2020 projects (e.g., as a recommended way by the European Commission).

1.2 Related deliverables

There are two other deliverables directly related to this document:
- **D7.1 "Initial Dissemination and Communication Report and Plan" [M18]** which will describe and define measures, strategies and indicators that will be used for informing and increasing the impact of MORPHEMIC. An important aspect of the plan is to ensure stakeholders and participants alike get the most out of being engaged in the project. Furthermore, this deliverable will provide a roadmap for the dissemination activities carried out by all partners throughout and beyond the project;
- **D7.2 "Final Dissemination and Communication Report and Plan" [M36]** will be a full, updated version of the D7.1 including all activities implemented by consortium partners within the project, e.g. web presence,

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[1] MORPHEMIC Website
[2] MORPHEMIC LinkedIn account
[3] MORPHEMIC Twitter account
[4] MORPHEMIC Facebook account

1.3   Motivation

Nowadays, having a website or even a portal is not enough to achieve a sufficient level of web presence. Instead, a complete web presence strategy should be created, starting from defining target groups, the scope of the information, the expected outcome, budget, effort and many more indicators. The strategy should cover visual identification, web and mobile sites, social media channels, and coordination between web and real-world presence (publications, presentations - also on-line presentations, webinars, etc. - workshops, conferences, events, industry round tables and so on).

It was decided by the project consortium that, in the case of MORPHEMIC, a complete web presence strategy should be created and systematically executed. Also, a sustainability plan and procedures should be created to maintain MORPHEMIC's web presence beyond the project lifetime.

In the promotion and dissemination strategy of the project, one of the most important messages to communicate is that MORPHEMIC is based on the results of the Melodic project[5], finished with success in January 2020. MORPHEMIC is an extension of the Melodic project. MORPHEMIC will extend the main Melodic project outcome, the Melodic platform with new components like the MORPHEMIC pre-processor. This information will be inserted on the project website, provided through current and future social media messages as well as included on communication material and conveyed through other activities within the project lifetime.

Creating a website for a project or a product is a natural choice due to the practically unlimited global reach of the Internet; almost every user of the web can find the website and familiarize her/himself with it. This compels us to design and build a site that contains every single information about our project but in a suitable, well-presented and targeted manner. It is also necessary to remember that the information should be arranged properly by, e.g., adding certain subsites, using modern graphics and writing readable texts.

Presently, websites represent basic channels of communication with potential partners or customers. While searching for information about products, projects or companies, most Internet users choose official sites rather than social media profiles or fan pages. Thus, our efforts are, on one hand, focused on the way we present the MORPHEMIC project on the MORPHEMIC's website which, at the same time, is connected to various social media channels – always following the guidelines of the European Commission[6]. On the other hand, our web presence is enhanced with the social media channels, which will convey well-targeted and structured information on activities and events related to MORPHEMIC and its main research area of focus.

2   Target audience

The target audience mostly determines the way of presenting and structuring the information.

Table 1 below lists the targeted audiences while it describes their focus and the influence they have on creating the portal. As the content for different audiences is similar in some parts, we could, at least partially, address a wider audience. The key channels to reach the targeted audiences are presented. While the table below only presents the key channels covered in this deliverable, an extended mapping of target audiences to communication channels will be presented in the D7.1 "Initial Dissemination and Communication Report and Plan" deliverable.

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[5] melodic.cloud
[6] Guidance: social media guide for EU funded R&I projects

Table 1. The target audience of the MORPHEMIC Website

Id	Audience	Audience's focus	Dedicated content	Key channels to reach the audience
1	**Members of cloud and big-data research communities**	• Staying up to date with the newest trends and solutions • Deep understanding of cloud technologies • Using available solutions for their projects • Promoting their projects, research and work	• Knowledge materials • Tutorials • Articles, whitepapers and scientific papers • Deliverables	• Website • Twitter • LinkedIn • Facebook
2	**Opinion leaders and influencers (experts, industry analysts, bloggers, journalists)**	• Staying up to date with the newest trends and solutions • Interesting stories they can tell • Proven use cases • Self-promotion	• Knowledge materials • Tutorials • Publications, papers • Announcements • Deliverables • Materials for media[7]	• Twitter • LinkedIn • Web forums • Facebook
3	**Cloud educators**	• Step-by-step educational materials • Interesting stories they can tell • Practical approach: how I can use this • Self-promotion	• Knowledge materials • Tutorials • Publications, papers • Deliverables	• Twitter • LinkedIn • Facebook
4	**Computing-focused academic units - administrative side**	• Sharing resources both non-profit and for-profit • Operational benefits and improvements	• Knowledge materials • Tutorials • Publications, scientific papers • Deliverables	• Website
5	**Computing-focused academic units - tech side**	• Ease of use of MORPHEMIC • Team workload	• Knowledge materials • Tutorials • Publications, scientific papers • Deliverables	• Website
6	**SMEs and other data-intensive application providers – the business side**	• Time-to-market • Cost-related issues • Business benefits • Stability	• Knowledge • Tutorials • Publications, papers • Deliverables	• Website • Twitter • LinkedIn • Facebook
7	**Large companies - business side**	• Cost related issues • Business benefits • Stability	• Knowledge • Tutorials • Publications, papers • Deliverables	• Website • LinkedIn • Twitter
8	**Large companies - tech side**	• Team workload • Automation • Support • Quality	• Knowledge • Tutorials • Publications, papers • Deliverables	• Website • LinkedIn • Twitter
9	**Cloud providers – the business side**	• Promoting their offer • Fighting for market share • Making their services easy to use and access	• Knowledge • Tutorials • Publications, papers • Deliverables	• Website • LinkedIn • Twitter

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[7] It is a set of materials for media like, e.g., project description.

10	**Cloud providers - tech side**	• Ease of use of MORPHEMIC • Team workload • Stability issues	• Knowledge • Tutorials • Publications, papers • Deliverables	• Website • LinkedIn • Twitter
11	**Other H2020 project participants and leaders**	• Promoting their projects • Seeking partners to reach and publicity	• Knowledge • Announcements • Deliverables	• Website • Twitter • LinkedIn • Facebook

3   Web presence strategy

The MORPHEMIC portal is not the only part of the MORPHEMIC's web presence strategy. In particular, a complete web presence strategy has been prepared to base on the best practises and EC guidelines [6] used for spreading the presence of European projects. This includes the following key elements:
- MORPHEMIC Website;
- LinkedIn showcase page and activities;
- Twitter account and activities;
- Facebook page and activities.

Further potential elements to be developed:
- YouTube channel;
- Activities on cloud computing-related web forums, portals and other sources of knowledge;
- Webinars;
- Online workshops.

Besides, the web presence is tightly coordinated with real-world events like:
- Scientific publications;
- Presentation on scientific and industry conferences and workshops;
- Organization of industry round tables, scientific panels, workshops and business breakfasts;
- Participation in conferences, events, workshops and pieces of training.

The main requirements for the web presence strategy (which have been derived from [6]), and how they are addressed by the project, are listed below:
- **Spreading information about the MORPHEMIC project –** the MORPHEMIC website address will be made visible in many spots, e.g., social media posts, documentation, publications, papers, and so on. We follow the principles of SEO (Search Engine Optimisations[8]) by, e.g., sharing the link of the site whenever we mention the MORPHEMIC project;

- **Unique portal address** – the portal's address was chosen such that it is easy to memorise while linking to both the project name and domain;

- **Modern graphic design** – the graphic design was prepared by professionals and will be constantly improved;

- **Clear layout** – the way the website content is arranged will enable visitors to navigate easily and find what they are looking for; the website is built based on Responsive Web Design[9] (RWD) by, e.g., adjusting automatically to the type of device of the user (monitors, smartphones, tablets, TV sets etc.);

- **Readable texts –** it is important to pay a lot of attention to the language, phrasing and the way text is presented in general, by being aware that, nowadays, people usually read only the first sentences of an article or a post. Thus, great care is taken when we prepare a text for the site. Proofreading is also performed;

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[8] webopedia.com
[9] www.w3schools.com

- **Future activities** – the website will be kept up to date long beyond the time frame of the project since many actions connected to MORPHEMIC are presumed to be undertaken in the future by the potential exploiters of the project;
- **Extensions** – the website is planned to present other projects related to MORPHEMIC. Project extension will be conducted by the partners' investment and/or using public funding. The main information about projects will be presented on the MORPHEMIC website.

The most important role of the web presence strategy is to achieve a unified way of disseminating and communicating the MORPHEMIC project through real and Internet/mobile communication channels, with a particularly strong focus on social media communication.

4 Visual Identity package

A visual identification package has been prepared for the whole MORPHEMIC project; it is unified for all types of dissemination and promotion activities and materials. Thus, it is part of the communication strategy. Key elements of this visual identity package include:

- The MORPHEMIC project logo (see Figure 1);
- Colour schemes and layouts;
- Templates for presentations;
- Templates for web presence elements (news, announcements, messages, etc.);
- Visual objects for entities and terms, such as Cloud Computing and the Melodic platform, which could be used and exploited for communication purposes;
- Guidelines for using the visual identification package.

4.1 The idea behind MORPHEMIC logo[10]

The MORPHEMIC logo is a heavy full background image using a family of 3 colours (Figure 1).

The main idea of the MORPHEMIC logo creation was to show the so-called "impossible figure"[11], which is flexible and adapting to different needs. This perception was put into the triangular shape on the left-hand side of the figure [12].

The "M" letter indicates "MORPHEMIC". Letter "**M**" is a little smooth just to avoid sharp edges and to mark its flexibility and **M**odern look.

Figure 1 MORPHEMIC logo

4.2 Expected outcomes

There are three main outcomes that we expect to achieve by the web presence-related activities:
1. Reaching as many new potential customers and business partners as possible and maintain their loyalty by continuously presenting updated content;

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[10] Maurits Cornelis Escher
[11] illusionsindex.org
[12] physics.umd.edu

2. Explaining what MORPHEMIC is in a consistent and intelligible way to a very wide audience;
3. Keeping the highest position in organic search in different search engines by proper use of the SEO strategy.

There are at least four types of activities we will undertake to achieve our goals:

1. Broadcasting news about upcoming and held events, meetings, presentations, etc.;
2. Publishing knowledge materials, useful links and other education articles like videos and tutorials;
3. Sharing posts and announcements from the portal directly to social media channels (Facebook, Twitter, LinkedIn, next also YouTube); sending an invitation to targeted users using social media;
4. Sharing the website address on other sites;
5. Sharing dedicated MORPHEMIC business cards with a link to the MORPHEMIC Portal.

The measurement of the outcomes will be carried out by constant monitoring through web presence statistics, which will be presented in deliverable D8.5 "Final Project Website and Advertising Materials" at M34. This deliverable will also include the final statistics for the communication and dissemination channels.

5   MORPHEMIC Portal approach & methodology

For the creation of the MORPHEMIC portal, modern web site constructions methods have been used. The key method is Responsive Web Design (RWD). RWD consists of a combination of flexible grids, flexible images and media queries. RWD allows creating scalable web pages, which are presented well on various web-connected devices, both mobile and stationary ones, like smartphones, tablets, and monitors with, e.g. different screen resolutions. Besides, a web page can be viewed in both horizontal and vertical orientation. Consequently, there is no need for different web page versions as a single version could be used on various devices.

Furthermore, the desire to present the MORPHEMIC portal using high-quality pictures on different devices, especially mobile ones, calls for the usage of vector images. Vector images scale graphics well across different devices. Thus, the MORPHEMIC portal uses the Scalable Vector Graphics (SVG) format, which is the most popular format for this type of graphics.

Also, the portal utilizes the so-called "flat-design". The MORPHEMIC portal is designed using a minimalistic approach, with a limited number of colours, gradients and graphic elements. Minimalistic, simple graphic elements are preferred and most widely used[13]. This allows for the rapid loading of the content of the web pages, as well as the saving of bandwidth on mobile devices.

The above assumptions and methods have allowed us to create a modern, ergonomic and suitable website for the project. To take a professional approach with respect to the portal is key for successful dissemination and communication activities within the MORPHEMIC project.

5.1   Initial MORPHEMIC web page[14]

The main page is a key page of the website. It should attract attention and provide general information on the project. The upper part of the main page and its main elements are shown in Figure 2:

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[13] www.dtelepathy.com
[14] MORPHEMIC Website

Figure 2 MORPHEMIC's initial main page

Intro – it is very important that the visitors see as much information on our product as possible when entering our website. The site should explain, in simple words and graphics, what MORPHEMIC is, how it works and what kind of benefits the product provides for our customers or partners. This is the most important part of the portal because it is on its basis that the visitors decide whether they will continue reading or not. The intro is still in progress; more information and animations will be applied.

Layout – the website's colour scheme focuses on light grey shades; this correlates very well with the logo of MORPHEMIC. The palette of colours is not garish or flashy so that it does not discourage the visitors we intend to reach. At the bottom down of the website, there is a toolbar with MORPHEMIC social media. This toolbar will be extended on other MORHEMIC channels during the project progress (like YouTube).

Top bar – the visitors may easily navigate using the top bar menu, shown in Figure 3. The text buttons redirect to certain subpages, which contain the main information about:
- news in the project [NEWS];
- the project itself [ABOUT-THE PROJECT];
- an introduction to Work Packages [ABOUT-WORK PACKAGES];
- the project Consortium [ABOUT-THE CONSORTIUM];
- the short description of the project's 3 use cases [USE CASES];
- the description of deliverables – those deliverables which can go public [KNOWLEDGE];
- staying in touch with the project [CONTACT];
- how to go back to the main page [HOME].

Figure 3 Top bar of the portal

6 Social media presence, activities, communication procedures and reporting

This chapter contains the most crucial social media presence and activities, related to LinkedIn, Twitter and Facebook. Other activities are planned, like MORPHEMIC's YouTube channel, which could be classified as a social media activity. In addition, this chapter explicates the communication procedures followed as well as the way social media activity reporting is conducted.

6.1 LinkedIn

LinkedIn, due to its professional nature, is the preferred MORPHEMIC social media channel. In this section, the MORPHEMIC LinkedIn presence, as well as types of activities to be conducted on LinkedIn, are described.

6.1.1 LinkedIn presence[15]

The MORPHEMIC presence on LinkedIn is carried out through a showcase page dedicated to the project. This showcase page contains information about the project, a link to the MORPHEMIC website and the list of activities as described in the next section. A screenshot of the MORPHEMC LinkedIn page is shown in Figure 4.
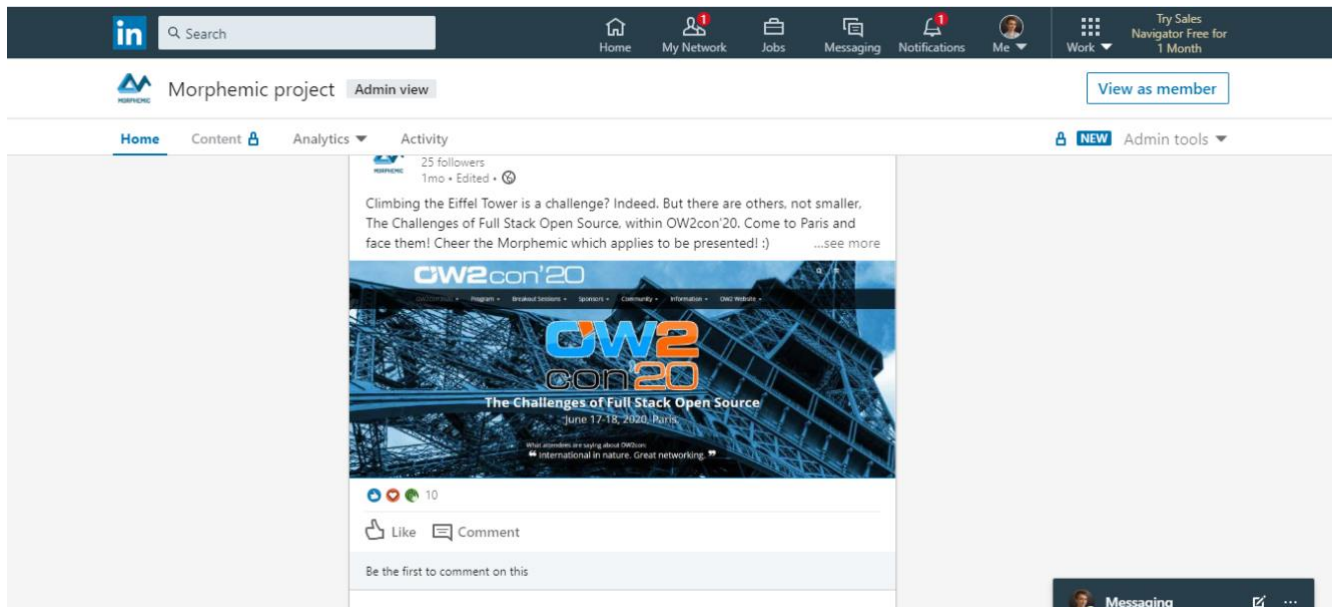

Figure 4 MORPHEMIC on LinkedIn

6.1.2 LinkedIn activities

MORPHEMIC LinkedIn account is now used for posting information related to:
- Cloud Computing, with a focus on multi-cloud and Big Data. The most interesting articles are reposted here to create a valuable source of information. Also, insights about the relation to MORPHEMIC are provided.

MORPHEMIC LinkedIn account will be used to post information related to:
- The MORPHEMIC project, like announcements, new releases, new publications, new presentations on conferences, webinars, videos and other events as well as the participation of MORPHEMIC team members in such events.

The information on LinkedIn is published at least weekly, usually with 2 to 4 posts per week.

6.2 Twitter

Since Twitter only allows its users to provide short messages, Twitter is very efficient and the most popular social media channel for short announcements and messages – thus, Twitter is strongly used as a MORPHEMIC social media channel. In this section, the MORPHEMIC Twitter presence is described, as well as the types of activities we conduct on Twitter.

6.2.1 Twitter presence[16]

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[15] MORPHEMIC LinkedIn account
[16] MORPHEMIC Twitter account

The MORPHEMIC presence on Twitter is carried out through a Twitter account dedicated to the project. It contains information about the project, a link to the MORPHEMIC website and the list of activities. Figure 5 provides a screenshot of MORPHEMIC on Twitter.
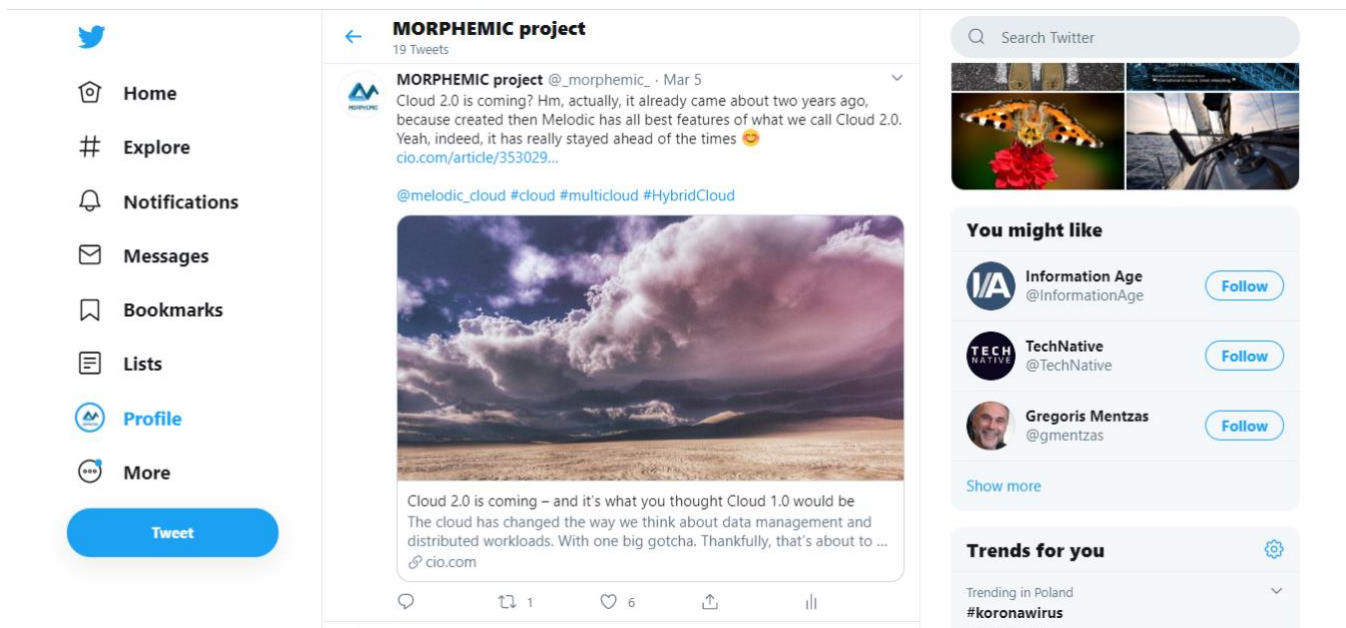

Figure 5 MORPHEMIC on Twitter

6.2.2 Twitter activities

As in the case of LinkedIn, MORPHEMIC Twitter account is also used for posting two kinds of information:

- Information related to Cloud Computing, with focus on multi-cloud and Big Data. The most interesting articles are reposted here to create a valuable source of information. Also, insights about the relation to MORPHEMIC are provided.
- Information related to the MORPHEMIC project, like announcements, new releases, new publications, new presentations on conferences and other events, as well as the participation of MORPHEMIC team members in such events.

The information on Twitter is published at least weekly, with a usual frequency of 2 to 4 posts per week. The information posted on Twitter is carefully structured to meet the message size limit.

6.3 Facebook

Facebook is the most popular social network in the world, so it is almost obligatory for any project to be present on that channel. In this section, the MORPHEMIC Facebook presence is described, as well as the types of activities performed on Facebook.
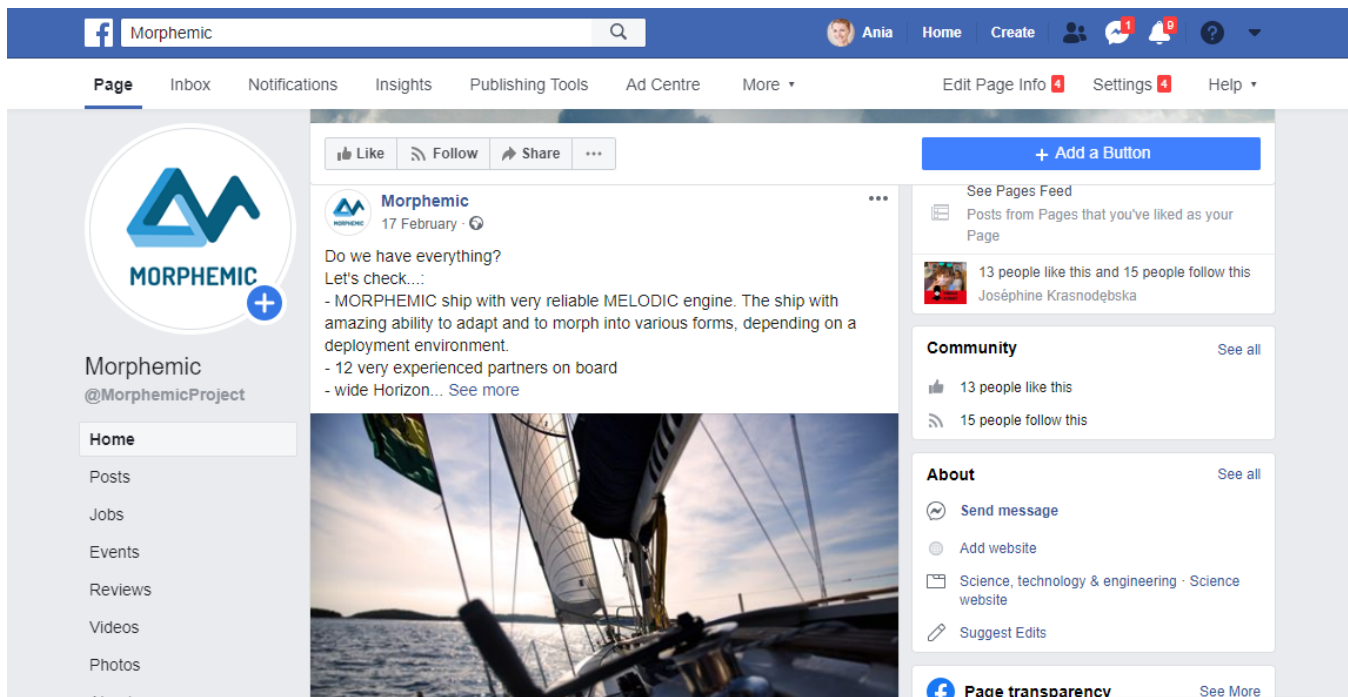
Figure 6 MORPHEMIC on Facebook

6.3.1   Facebook presence[17]

The MORPHEMIC presence on Facebook is carried out by the Facebook page dedicated to the project, shown in Figure 6. The page contains information on the project, such as videos, images and news about cloud-related topics; it also includes a link to the MORPHEMIC website and a list of the latest MORPHEMIC activities.

6.3.2   Facebook activities

At the current stage, Facebook is mainly used for posting information related to the multi-cloud and Big Data related topics (like LinkedIn and Twitter) to attract followers. In the next months, Facebook will be used mainly to post information regarding the MORPHEMIC project, like announcements, new releases, new publications, new presentations on conferences and other events, as well as participation of MORPHEMIC team members in such events.

The information on Facebook is published at least weekly, with a usual frequency of 2 to 4 posts per week.

6.4   Communication procedures regarding MORPHEMIC Website and social media

For updates and sustainability of the MORPHEMIC Website and social media, the following procedure has been established:

1. The information which should be posted on the MORPHEMIC portal and social media is provided by the MORPHEMIC Mattermost channel through "Outreach" or by e-mail to the Communication Activity Manager.
2. The Communication Activity Manager prepares the message to be published on the MORPHEMIC portal and social media.
3. The message is published on the relevant channels.

The established procedure assures that all important information is properly published on the most appropriate communications channels by the most suitable person who also takes care of its proper structuring.
A revised and complete sustainability procedure will be supplied in deliverable D8.5 "Final Project Website and Advertising Materials", M34.

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[17] MORPHEMIC Facebook account

6.5 Visitor statistics report for MORPHEMIC channels

Visitor statistics are followed daily. We analyse the statistics thoroughly to implement the necessary amendments and improvements. In this way, we verify and improve the effectiveness and efficiency of our strategy.

The main tool used for statistics assessment is Google Analytics, but there are also other tools used, especially for social media monitoring and reporting. Together they provide all the information we need about our visitors: quantity, provenance (country, region), and medium, as well as facilities to produce comparisons among different periods.

We also regularly check the placement of our site in the Google search engine results. It is very important that the result of searching www.morphemic.cloud is at the top of the list, and that the other channels like MORPHEMIC's Twitter or LinkedIn accounts are close behind.

7 Future work

The initial version of the web presence strategy and the MORPHEMIC portal is just the beginning. The web presence strategy will be continuously improved and adapted. All the improvements will be reported in deliverable D8.5 "Final Project Website and Advertising Materials" at M34.

7.1 Content development

The content of the portal will be continuously developed and updated. Information about the consortium will be extended and photos added. Deliverables will be added, and scientific publications uploaded as they are accepted. News and messages will also be developed tailored to the project target audience and presented through the MORPHEMIC's portal, as well as social media. New presentations and education material will be produced and included in the portal. Images and photos will be carefully prepared and chosen in line with the communication messages elaborated so as to attract readers and new followers.

7.2 Extensions subpage

There are plans to extend the Melodic platform and the MORPHEMIC project further, to adapt to the latest Cloud Computing methods, models and architecture. Furthermore, the Melodic platform, beyond the scope of the project, will be further developed to increase performance, stability and the user experience. The extensions subpage will contain all related projects and activities related to the further development of the Melodic platform and the MORPHEMIC project. Also, the information about the extensions will be reported in related media channels.

8 Summary

The importance of web presence is obvious in today's world. This document presents the initial MORPHEMIC project and platform web presence strategy as well as describes all introduced elements of this strategy.

Fundamental for the web presence strategy is to choose the target audience, its expectations, the types of messages to issue, and the channels to deliver them. Also, the visual form of the message is prepared according to a complete visual package that has been developed.

The detailed elements of the MORPHEMIC portal are described in this deliverable with respect to their main purpose, content and structure. The scope of the social media activity has been described in the key social media channels of focus for this project: LinkedIn, Twitter and Facebook. Furthermore, the monitored statistics and web presence reporting have been supplied and will be updated to take a final form in the D8.5 "Final Project Website and Advertising Materials" deliverable.

Finally, future work plans have been listed to achieve maximum efficiency in the communication of the Melodic platform even beyond its lifetime.

9 References

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[5] https://melodic.cloud

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[7] materials for media description

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[10] https://mcescher.com

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[16] https://twitter.com/_morphemic_/

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