Research and Innovation action: TopSpec - 829157

Deliverable: D9.1

Logo and Website launch and public accessibility

"A project logo and website will be released and accessible for the public after 2 months. The website will be maintained and updated by Karolinska Institutet during the project."

Content:

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Logo and Webpage Strategy

The logo and particularly the Webpage is a tool for the TopSpec dissemination and awareness strategy. For this reason the partners will ensure to:

- Acknowledge the logo and webpage address in public meetings and seminars.
- Include the TopSpec website address in project publications.

In order to keep visitors returning to the TopSpec website it will be essential to:

- Keep the site up-to-date (by updating it at least every second month).
- Make sure that all partners are using the website to communicate and share relevant documentation, news and events related to TopSpec.
- Allow use of the webpage for announcements, upcoming events, links etc. so that a visitor can immediately find new items.

General agreement on the webpage structure and on the information intended to be published:

The webpage is implemented with the support of all project partners, which will be continuously asked to provide their own contributions.

Communication with the audience:

Information will be provided and published in order to be understandable by the wide public without loss in their contents. The general public has the option to contact the main project partner via the webpage and can give comments and feedback directly in the News & Events section.

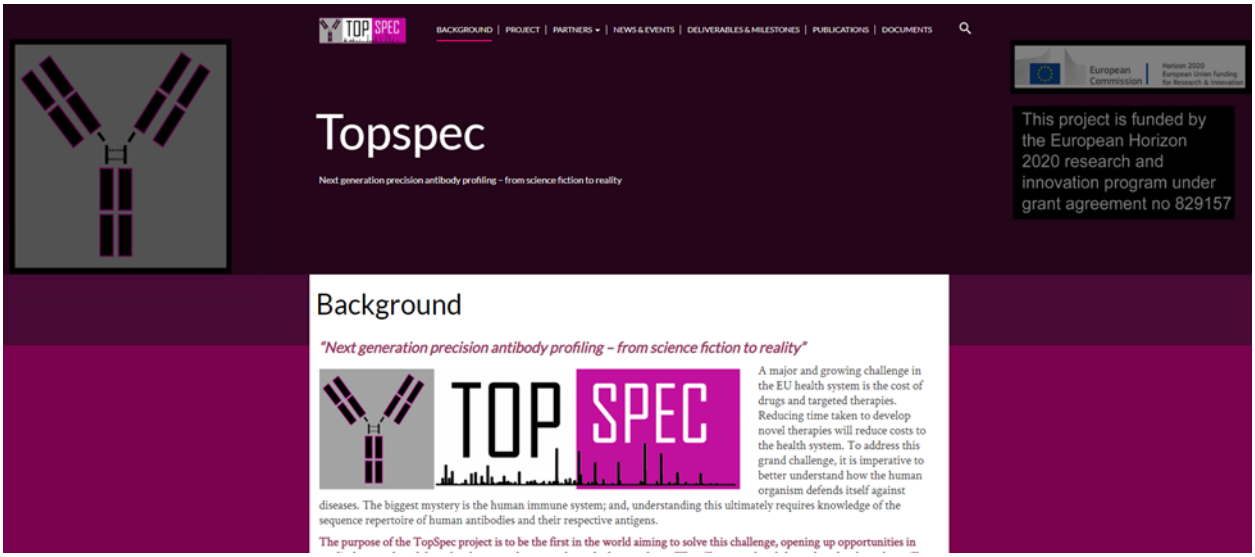
Logo:

A project logo has been made and agreed upon by the consortium. It was first introduced to the public on the 1st European Top-Down Proteomics Symposium at Pasteur Institut, Paris, France on February 12th, 2019.

Webpage:

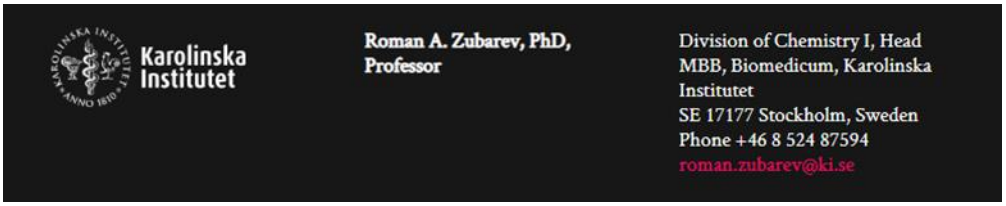
A project webpage for TopSpec has been made and launched (27/2-2019).

The project website domain is: http://topspec.ki.se



All pages contain an acknowledgement to the Horizon 2020 funding

All pages also has a contact foot note:

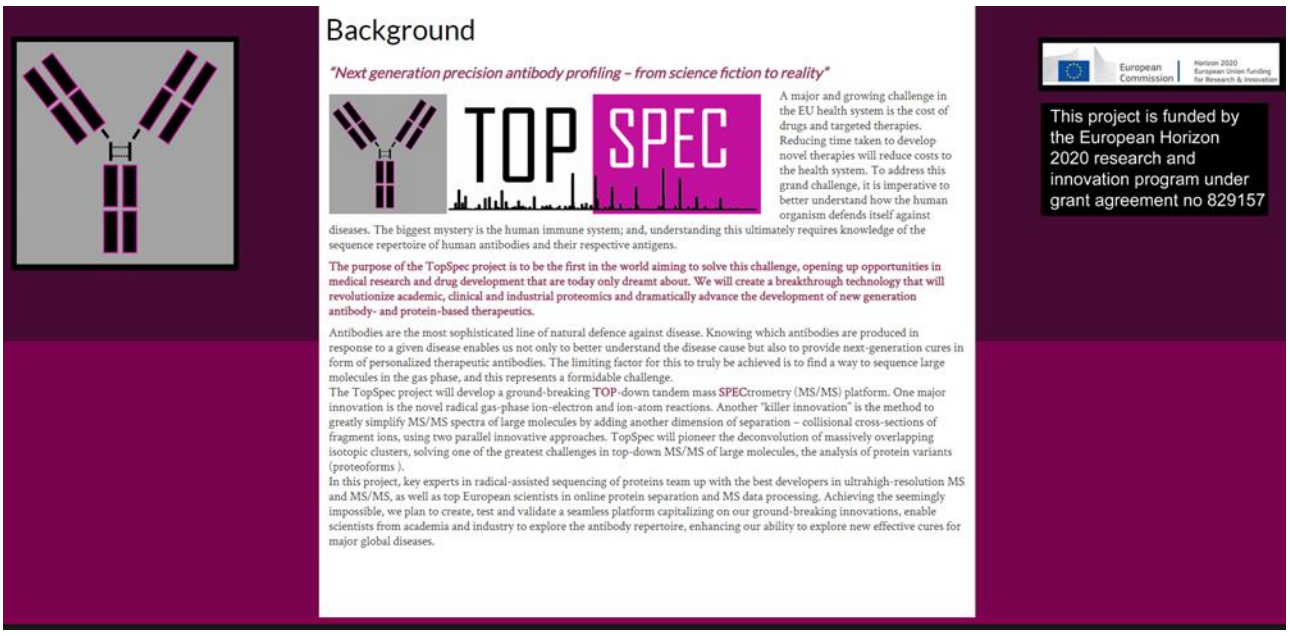


The site currently includes these sections:

BACKGROUND
PROJECT
PARTNERS
NEWS&EVENTS
DELIVERABLES&MILESTONES
PUBLICATIONS
DOCUMENTS

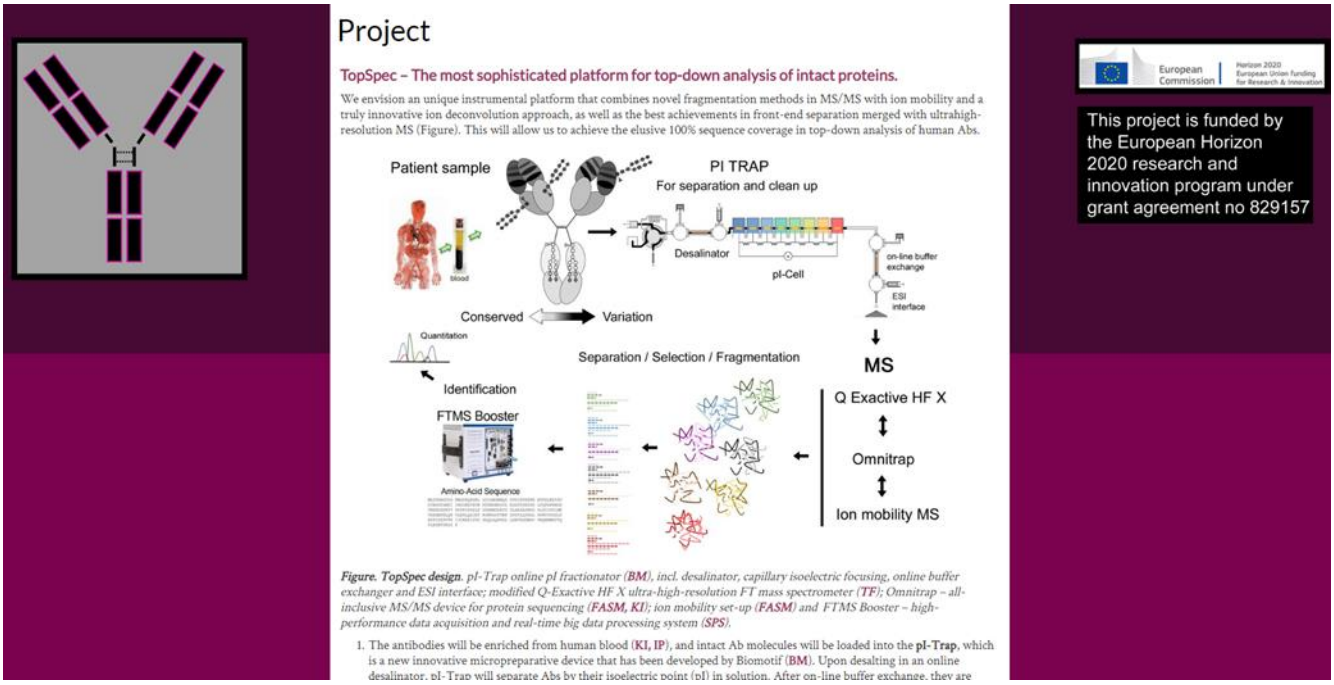
Background:

Background and aim of the project.



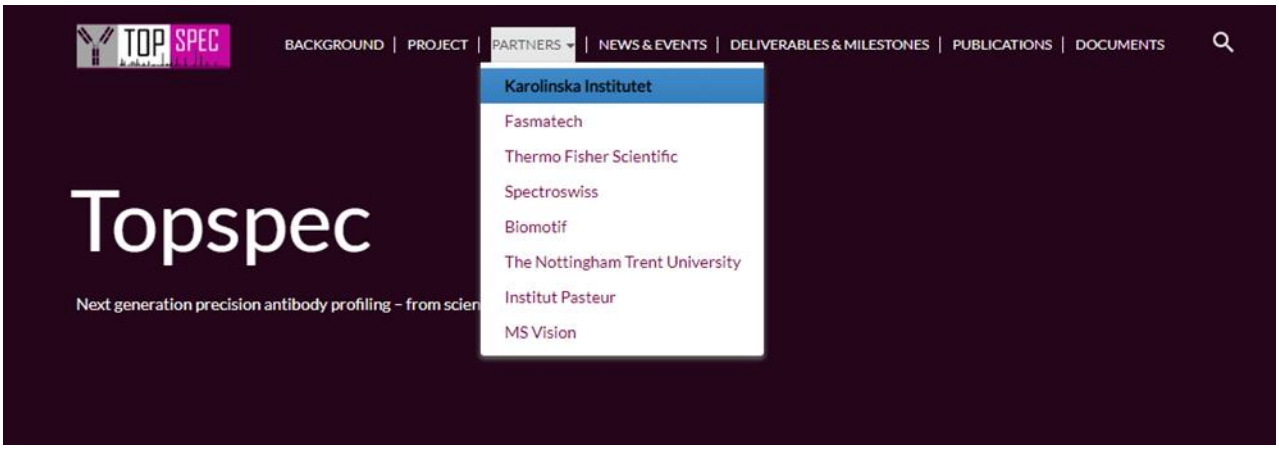
Project:

Brief project description.



Partners:

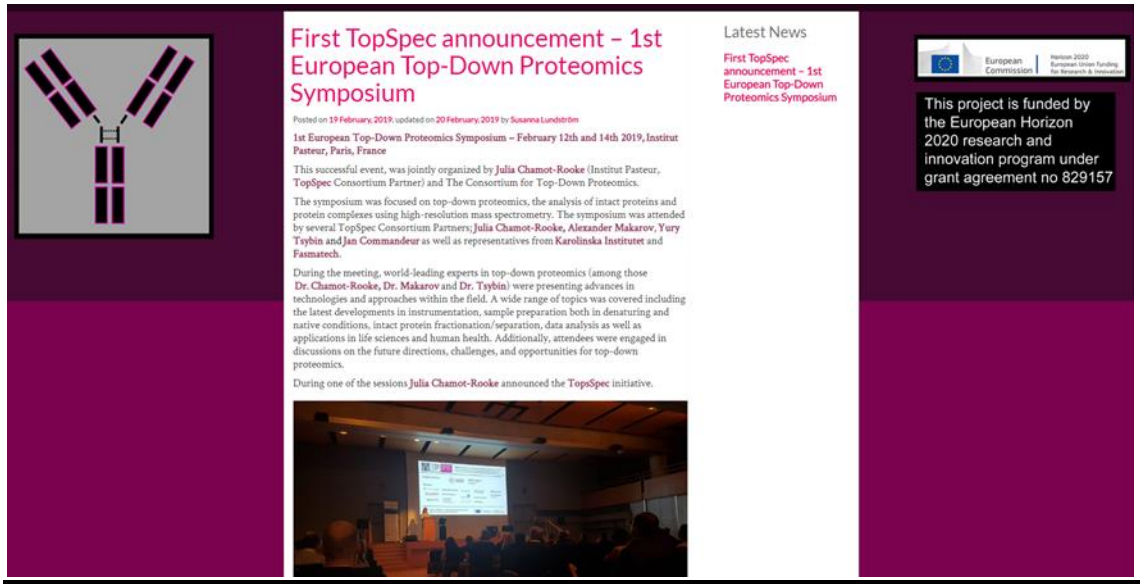
Brief descriptions of all partners, including the key person(s) within the project and what their main role within TopSpec will be.



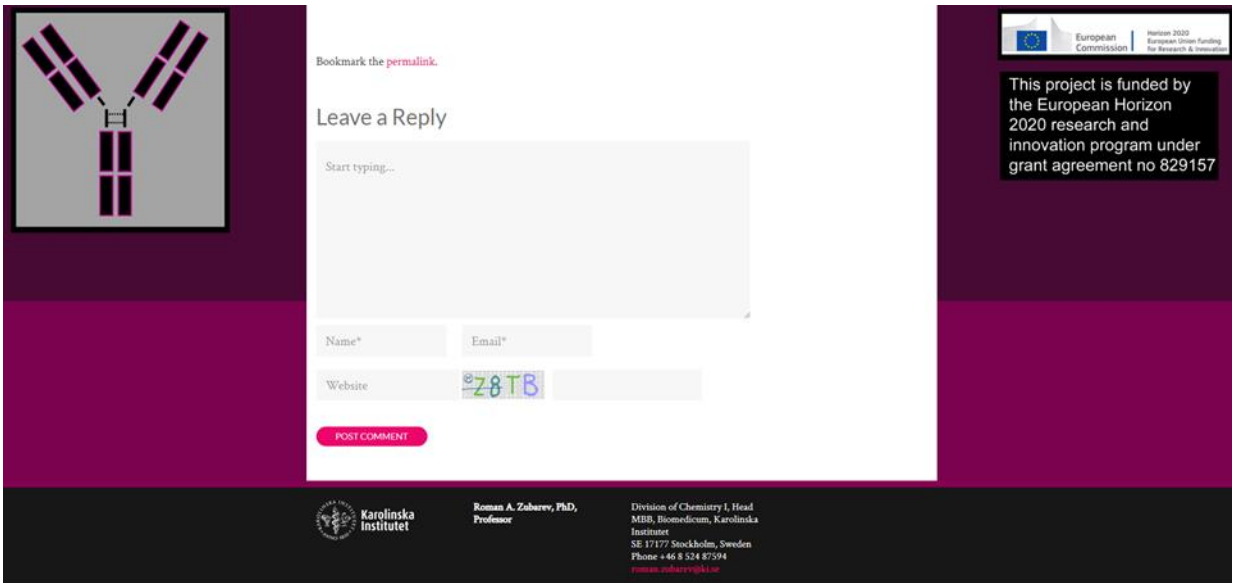
Example: **Karolinska Institutet**

News & Events:

This page will be frequently updated with news and events involving the project. In this section the public can leave comments under each article.



Comment section:

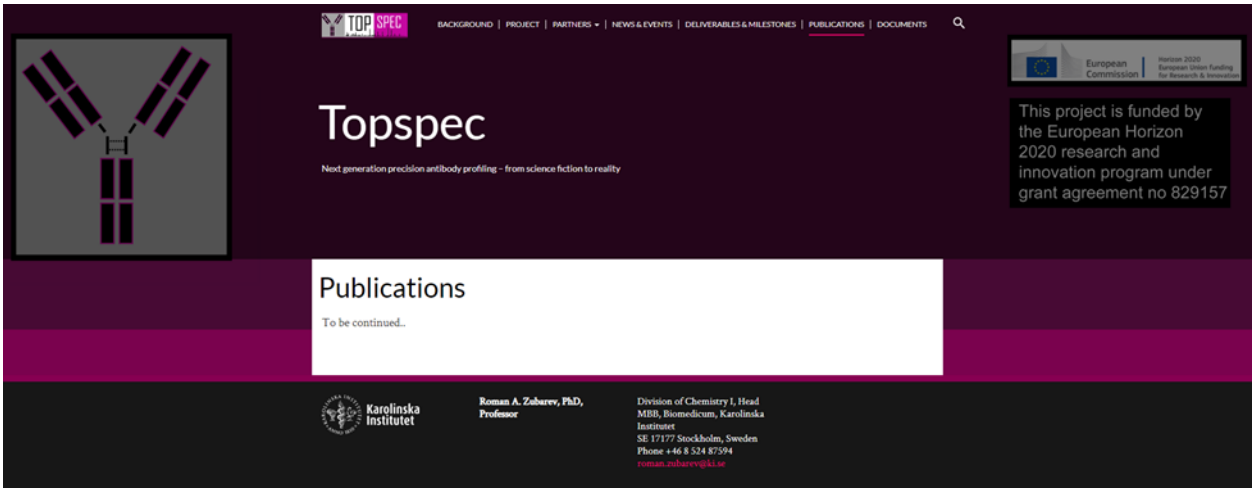


Deliverables & Milestones

We aim to keep this webpage both as a page for the public but also for the partners. The Deliverables & Milestones page will be updated along with the Deliverables & Milestones deadlines.

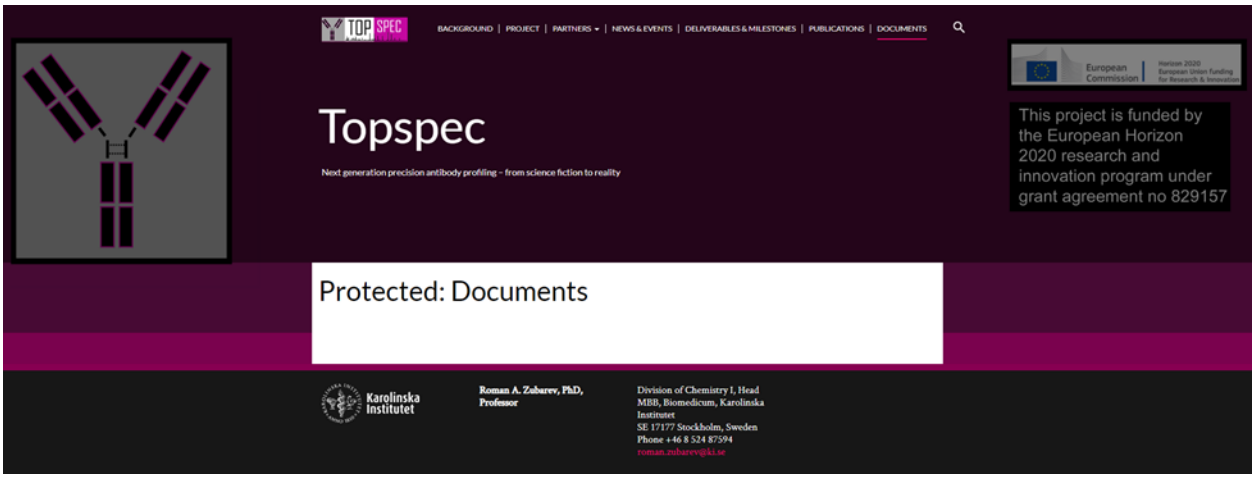
Publications

On this page publications generated from the project will be listed and linked to.



Documents:

Page only accessible to the partners (password protected). Documents such as the grant agreement and consortium agreement will be uploaded to this section.



Webpage maintenance:

The webpage will be frequently updated, especially the News & Events, Deliverables & Milestones as well as Publications sections. Regular request emails will be sent to all partners for news and publications.

Social media:

Project partners are encouraged to share the project website content with their social media networks (LinkedIn, Facebook, Twitter, Research gate etc.). This social media sharing strategy works well for disseminating the project information to the general public.