

## DELIVERABLE



# Dissemination Mid-Term Report

- project deliverable 8.3

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Confidentiality: Public



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HELIOS Dissemination Mid-Term Report	
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<p><b>Executive Summary</b></p> <p>The purpose of this deliverable is to present a report of the communications and dissemination activities that have been conducted within M1-M17 of HELIOS' project duration, with the aim of maximising the impact of the project and positioning it among different stakeholders such as Industry, Research Community, General Public, Developers, Media, among others. A comparative analysis of the metrics achieved so far and expected is presented in order to evaluate the effectiveness of the strategy presented on D8.1 and set the pace for future activities that will be performed in order to meet both objectives and KPI's.</p> <p>For a better understanding of the activities executed, this deliverable describes all the dissemination and communication channels used to spread the word about the project and its achievements, as well as all the formats used which include press releases, papers, newsletter, dissemination material, among others.</p> <p>In relation to the dissemination and communication <b>activities</b>, the HELIOS consortium participated in a total of twenty-three (23) <b>events</b> and made twenty-six (26) <b>presentations</b> about the project reaching an estimated audience of 7580 people.</p> <p>Furthermore, the <b>website</b> has been revamped to offer content according to the current status and progress of HELIOS specially in relation to the HELIOS platform, use cases, and validation apps. Moreover, the <b>social media accounts</b> including Twitter and Facebook have been essential to engage with stakeholders and share the word about HELIOS. Until now we have reached 536 <b>posts</b>, 3.472 <b>shares/RT's</b>, and 4.343 <b>followers/likes</b>.</p> <p>With regards to the dissemination and communication <b>content</b>, a total of ten (10) <b>papers</b>, one (1) <b>press release</b>, three (3) <b>posters</b>, fourteen (14) <b>videos</b> and three (3) <b>newsletters</b> have been produced in this period summarizing the project achievements for the HELIOS-targeted audience. Moreover, a <b>leaflet and roll-up</b> have been created to support HELIOS presence at events.</p>	
<b>Confidentiality</b>	Public
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## 1. Introduction

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### 1.1. Scope and objectives of the deliverable

The main purpose of this deliverable is to report the various activities that have been performed within T8.5 Dissemination and Industrial Outreach, as well as to present an overview of the communication and dissemination strategy and its effectiveness through the reporting period comprehending M1-M17.

Based on the strategy provided on D8.1, the execution of different dissemination and communication activities has been done, always aligned with the technical development of the project, the milestones achieved, and the communication needs of each stage in relation to the exploitation strategy and sustainability plans. During this reporting period, activities included publications, presentations, participation in events, a strong presence and engagement in social media, a revamp of the project website, the establishment of contacts with interested developers, as well as planning of co-hosted activities with related projects such as ARTICONF.

### 1.2. Structure of the deliverable

In order to present a comprehensive overview and analysis on the work performed within WP8 and T8.5, the deliverable has the follow structure:

- **Chapter 2** presents an overview of the dissemination and communication strategy and the activities performed until now
- **Chapter 3** presents a detailed description of all the channels, formats and activities used to spread the word about HELIOS project and maximise its impact, including project website, social media, communication material, videos, events, posters, papers, newsletters, and liaison activities with other projects
- **Chapter 4** describes the KPIs established, the ones achieves so far, and an analysis of the performance and effectiveness of the strategy based on quantitative metrics
- **Chapter 5** presents the next steps and objectives for the upcoming reporting period considering the exploitation and sustainability plans
- **Chapter 6** presents the conclusions

### 1.3. Relation to other Tasks and deliverables

Communication and dissemination of projects and results are essential to maximise the impact and visibility of the European strength on research and innovation. HELIOS, as a beneficiary of the H2020 programme and its topic ICT-28-2018 “Future Hyper-connected Sociality” envisions the successful communication and dissemination of the project objectives, progress, and results.



WP8 and T8.5 activities work in parallel to the rest of the project activities carried out. The Consortium considers dissemination as an essential activity to maximise the impact and reach of wider audiences. In this sense, the activities presented in this deliverable are related to the others carried out in the technical development of the project, as it was established on the strategy and its phases.

The following image shows the relation of the Task with other WPs in the project. In terms of deliverables, this document is intimately related to D8.1 submitted on M6 and will serve as a basis for D8.5 – Dissemination Final Report expected for M36.

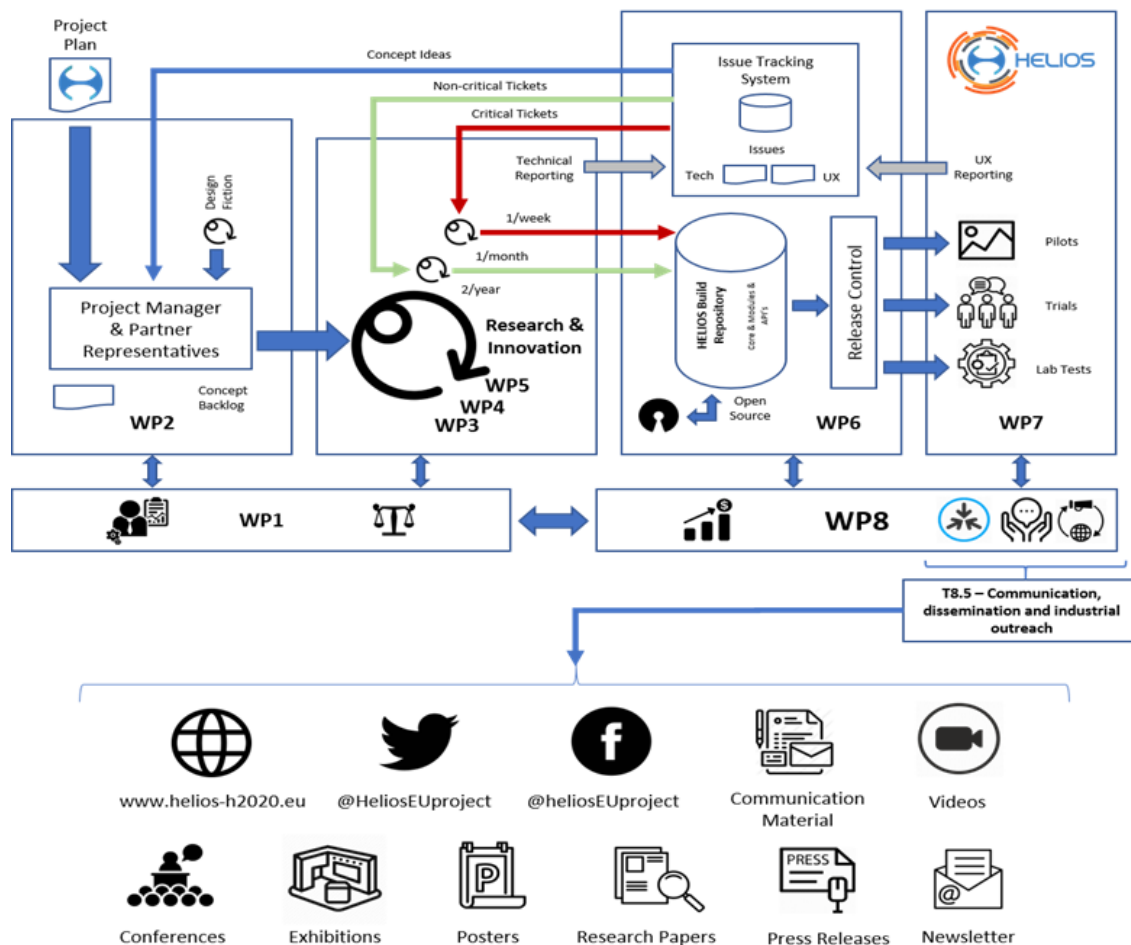


Figure 1: Relation of T8.5 with other WPs



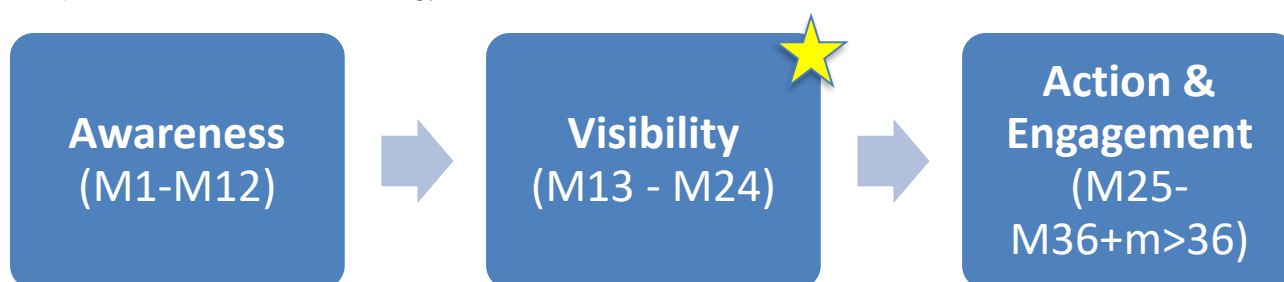
## 2. Dissemination and Communication strategy

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This chapter briefly describes the strategy presented on D8.1, with special emphasis on the current stage we are working on and the activities planned for it. This is done considering the communication and dissemination objectives as it follows:

- General objective: Position HELIOS among its stakeholders as a decentralised, transparent and secure platform for building social networks, through the development and execution of a strategy involving creative actions that generate visibility, awareness, and impact of the project results.
- Specific objectives:
  - o Implement a digital strategy through the execution of online communication activities including website and social media channels, targeting key audiences for the project to generate project/brand recognition.
  - o Generate online and offline visibility of the project by creating valuable and relevant content in different formats, related to the project activities and results, to be shared through HELIOS channels.
  - o Maximise interest and impact among target audiences to generate engagement, interaction and feedback on different channels defined, that could lead to further business opportunities.

At the beginning of the project, we defined three major phases for the Communication and Dissemination strategy in relation to the technical roadmap and the most important milestones of the project, which at the same time are aligned with each one of the objectives to deliver a comprehensive and 360° strategy.



During the first phase, we have worked on generating awareness about the project, its objectives, and expected outcomes through different channels, and on identifying key stakeholders to consolidate a strong message for the potential interest and relation of our target audiences. This has allowed us to position the project among stakeholders and the general public for fostering valuable relationships in the upcoming phases where technical results were available.

In terms of the development of activities, HELIOS has participated in multiple events and conferences to present the project, with dissemination material that allows us to gain visibility and





deliver a consistent message around what HELIOS is and will be. In addition, the digital ecosystem has been an essential channel to amplify the reach to stakeholders, always placing first a creative and relevant content strategy.

In this second phase of the strategy, we have been focusing until now on communicating the preliminary results of the project of different WPs and preparing the campaign for the launch of the Beta Release of the HELIOS Platform that is foreseen for the end of June which is a main milestone of the project. More details about this topic are described in Chapter 5. In addition, we have started on the planning and execution of promotion and dissemination activities with related projects.

On the second half of 2020, the storytelling around HELIOS will be based on the platform and validation apps, and the participation on events and webinars, as well as the publication of scientific papers, is foreseen to increase the visibility of the preliminary results of the projects and foster relations for the future. In addition, the consortium will generate more dissemination material with a special focus on promoting the platform in a friendly way through the development of videos targeting developers and end-users to promote and demonstrate the capabilities of HELIOS.

The third and last phase of the strategy will be focused on maximising the impact of HELIOS results with the establishment of the HELIOS Developers Community in line with the sustainability strategy presented on D8.4. Building consensus and recognition with networking activities and encouraging 3rd party developers to check, test and use the results of HELIOS is of paramount importance, as it is the results of the validation apps within the work performed on WP7. The Community of Developers will involve the execution of specific activities such as hackathons, webinars, forum, blog content, among others to reach specific target groups. Also, the organisation of a hackathon and a final event is foreseen.

At this point, it is important to mention that we foresee some impact on the strategy due to COVID-19, as until now some events where we were planning on participating have been cancelled or postponed to 2021, and it's expected that the number of events will be reduced in the future or restrictions will not make possible the organisation of events for large audiences. Nevertheless, we are working on finding opportunities to participate in virtual events and webinars which will allow us to continue with the plan to reach our stakeholders, and at the same time, we are working on strengthening our presence on Twitter and Facebook.

## **2.1 Implementation of the strategy**

Several actions and channels were described on D8.1 as the “how-to” part of the strategy in order to reach the objectives related to awareness, visibility and engagement, while communicating the most relevant messages and results of HELIOS to selected target audiences.

The participation of the HELIOS partners on all these activities has been fundamental in order to deliver a unified message of what we are developing and the expected benefits for both platform and validation apps users. For monitoring all the activities, the consortium uses a shared file on the project repository to add any activity, and ATOS as leader of the task makes a monthly report of all activities in order to identify in a timely manner if any corrective action or additional activity must be performed in order to achieve the KPI's.



Initially, some channels were identified and have been used to communicate HELIOS messages, but on the way, we have incorporated some others that contribute to generate more impact and engagement with key stakeholders.

The following table describes the whole ecosystem of channels used currently on the Communication and Dissemination strategy:

	<p><b>Project Website - <a href="http://www.helios-h2020.eu">www.helios-h2020.eu</a></b></p> <ul style="list-style-type: none"> <li>•Presents the vision and the most important information about HELIOS as the main informative channel. It was recently revamped with a new image and content to meet current communication needs, and it's constantly updated with relevant content.</li> </ul>
	<p><b>Social Media Accounts - Twitter, Facebook and YouTube</b></p> <ul style="list-style-type: none"> <li>•Maximise the communication of the project and generate conversation and engagement with stakeholders around the topics of social media, DOSNs, privacy, security, blockchain, news of the sector, among others.</li> </ul>
	<p><b>Newsletter</b></p> <ul style="list-style-type: none"> <li>•Quarterly newsletter issued by the project to communicate the progress of the WPs and dedicated articles about specific topics and milestones of the project.</li> </ul>
	<p><b>Partners' External and Internal communication channels Ecosystem</b></p> <ul style="list-style-type: none"> <li>•We have strived and encouraged partners to share and communicate HELIOS messages on both, personal accounts and corporate channels (websites, newsletters, social media, communication offices, etc)</li> </ul>

*Figure 2: HELIOS Communication Channels*

In order to achieve the project objectives and communication/dissemination KPIs defined at the proposal stage, which were also presented on D8.1, we have been using several actions/tactics that allow us to reach our target groups and communicate the project results at each stage. The following figure show both digital and traditional ones considered on HELIOS strategy:



Website + Keywords Strategy + SEM Monitoring



LinkBuilding Strategy



Community Management + Dedicated campaigns + Monitoring



Content Marketing - Conception, curation, channels, creation, conversion



Newsletters and emailing



Webinars & Virtual Events



Conferences + Presentations



Exhibitions / Booths / Demos



Workshops



Dissemination material (Flyers, Roll Up, Templates, Infographics, Videos, etc)



Press Releases, PR, Press Relations, Media Coverate...



Scientific Publications and Position Papers



Scientific Posters

Figure 3: HELIOS Digital and Traditional Comm/Diss Tactics



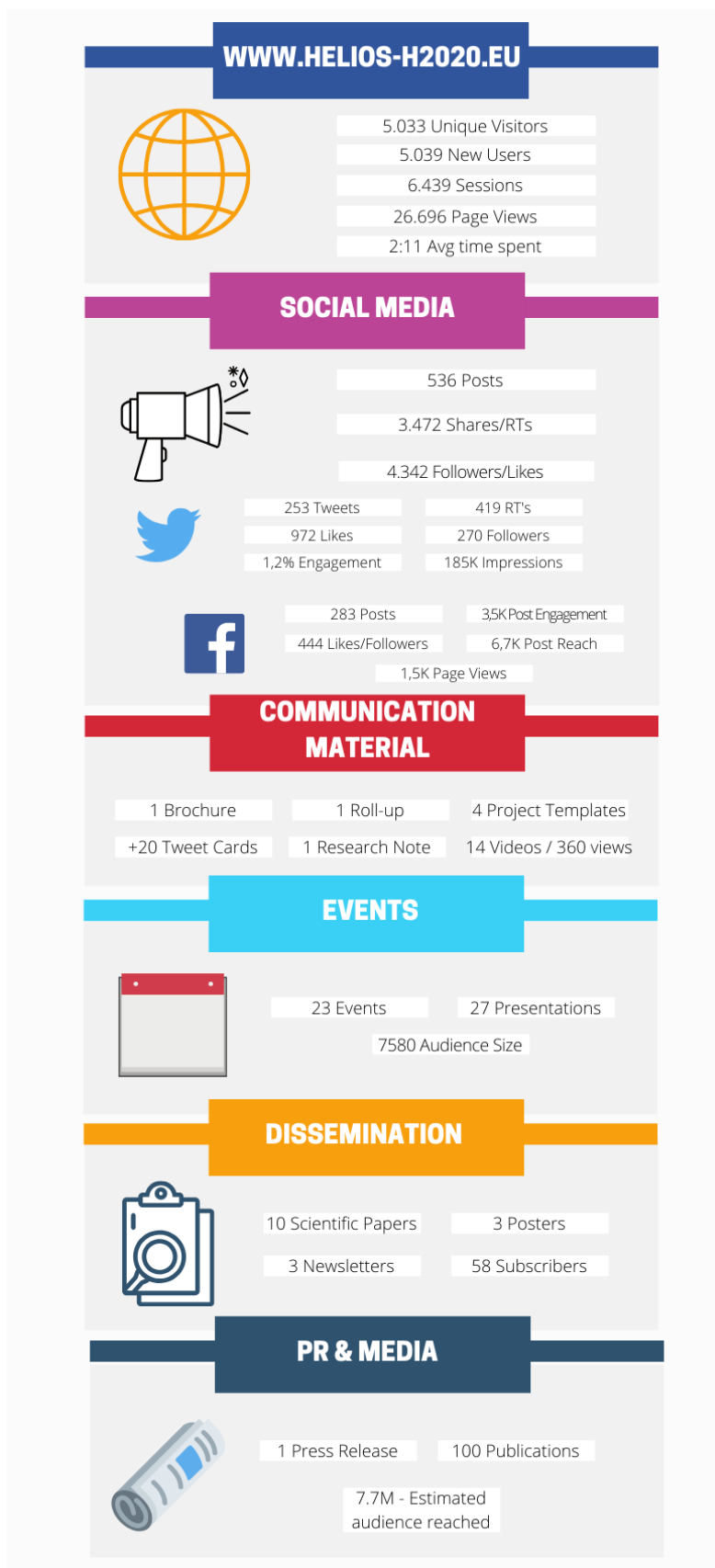
## 2.2. Overview of activities

The communication and dissemination efforts of HELIOS have been quite successful during the first year and a half year of the project's duration, on both physical and digital scenarios thanks to the work of the team involved in WP8 and the commitment of all partners for the execution of various activities.

We have adopted a multi-channel online strategy to maximise the visibility of all activities and effectively engage with key target audiences.

The image presents a summary of all the communication and dissemination activities performed until now. More information about each one of the categories can be found on the next chapter.

Figure 4: Overview of activities





### 3. Communication and Dissemination Channels/Tactics

This chapter presents more detailed information about the performance and activities carried out within T8.5.

#### 3.1 Project Website

HELIOS website is the backbone of the project dissemination and communication strategy as it provides useful information about the project, progress, and activities done to different target audiences.

The website has been available since M3 of the project at [www.HELIOS-h2020.eu](http://www.HELIOS-h2020.eu) based on the open-source content management system (CMS) WordPress. The website presents the vision and the most relevant information about the project for external audiences, and it also provides access to all public materials and news about the activities performed.

On M13, ATOS and LINKS started to work on the revamp of the website in order to attract more visitors with a new attractive layout and adjust its contents to the new phase of the strategy. The new website was launched in April 2020, and it is available at the same link. As can be seen in the metrics section, we are pleased to announce that the launch of this new version and the content published right now is providing much better results in terms of unique visitors, sessions, time spent on the website, among others.

In relation to the website, an important strategy that we are following in order to improve the visibility of this channel is to link all social media posts to information published on the website. Therefore, we have been creating dedicated social media campaigns with the sole purpose of redirecting followers to the website to obtain more information about a certain topic. In the same line, the quarterly newsletter is uploaded on the website on PDF format, hence subscribers receive an email with the headlines and short abstract of each section that redirects to the specific newsletter section on the website.

HELIOS revamped website presents unique illustrations developed by Escola Massana and integrates some of the visual elements that make part of the visual identity of the validation apps created on WP2. In terms of content, the website has the following sections:

- **Home page:** It offers a comprehensive view of the different sections of the website and the content available with short and attractive descriptions of each one and internal links to facilitate the navigation and improve our SEO score. The homepage also has a feed of twitter, a carousel with partners' logos, the newsletter subscription form, the three latest news published, and the footer including the European Commission disclaimer and the social media links.



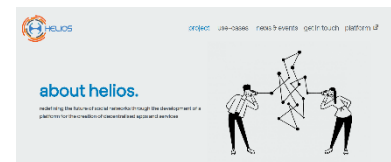




- **Project** - <https://helios-h2020.eu/project/>: This section is dedicated to the presentation of HELIOS project ambition, objectives, impact, funding, results and expected outcomes. In comparison to the initial website, this section now offers more relevant information for 3<sup>rd</sup> party developers in an easy manner with specific sections:

Figure 5: HELIOS Website Home Page

- **Partners** - <https://helios-h2020.eu/project/partners/>: Shows a map of the location of each member of the consortium, a short description of what makes the HELIOS consortium unique and the description of each one of the participants with links to each website to improve the link building strategy.
- **Results** - <https://helios-h2020.eu/project/results/>: Provides a description of what has been achieved until now, and it will be updated accordingly to the launch of each one of the releases of the platform. It also provides information about the Scientific Publications made by the partners, and the public deliverables submitted.
- **HELIOS for Developers** - <https://helios-h2020.eu/project/helios-for-devs/>: Offers technical information for developers about the platform architecture, core components, extension modules, applications, and more. Three subsections are incorporated for specific information about API's specification, tutorials and GitHub.



- **Use Cases** - <https://helios-h2020.eu/use-cases/>: Presents a description about the motivation behind the use cases, design fiction, the process that has been performed on different WPs to lead to the definition of final Use Cases and its distinction among Validation Apps that showcase the platform capabilities to build decentralised social media apps for Android. Each one of the Use Cases ([Connecting People](#), [Cultural Hub](#), and [Citizen Journalism](#)) has a subsection featuring the user journey and the inspirational stories behind. On the further phase, it will provide information about each one of the Validation Apps and other material such as videos.



- **News and Events** - <https://helios-h2020.eu/news-events/>: This section contains all the information related to participation at events, conferences, poster presentations, press releases, articles published, newsletters, and any other type of material produced in terms of communication such as leaflets, roll-up, infographics, videos, etc. In terms of new content, this section is being updated regularly, which contributes to the SEO positioning of the website, and helps us to have new content to post on social media.

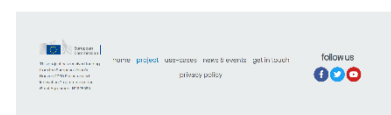


Figure 6: HELIOS Website - Project page

- **Get in touch** - <https://helios-h2020.eu/get-in-touch/>: Contains a contact form to allow users to write us directly and subscribe to the newsletter. Since the revamp of the website we have been



contacted by four developers interested in the project which will make part of the HELIOS Developers Community once it is launched.

As a result of several internal conversations among the exploitation and dissemination teams, for the launch of the Beta Release and the HELIOS Developers Community, we will develop a dedicated website for the platform (<https://helios-social.com/>) which is going to be a reflection of the commercial results where developers can find all the information about the platform, components, modules, API's, tutorials, videos, among others.

The creation of this website is foreseen for this summer and will involve the creation of a special task force involving technical, exploitation and dissemination leaders in order to provide a unique and coherent message to developers. Both websites will have a similar structure and layout, but the platform website will use the visual identity, logo, colours, and elements designed on WP2 for the Validation Apps, so there is a distinction between the research project and its results. Nevertheless, both will be linked and part of its content will redirect visitors from one to the other.

By developing this second website, HELIOS will be able to disseminate effectively its objectives and results to different target groups, as the current website will be focused on the research part and the platform one on providing developers everything they need for the sustainability of the modules, creation of new ones, and development of decentralised social media apps based on HELIOS core.

As soon as this website is available we will start to monitor its metrics with Google Analytics, thus the information regarding websites on D8.5 will include the performance of both.

### **3.1.1 Website Statistics**

The metrics regarding the visitors and the impact of the website are monthly recorder, stored and analysed using Google Analytics toolkit by the dissemination team.

In order to evaluate the success of the communication and dissemination strategy, Chapter 4 of this document provides the information related to the Key Performance Indicators to estimate the impact of dissemination actions. Within the scope of the website, the KPIs described at the DOA take into account the number of unique visitors and average duration of the visits. Nevertheless, we consider that analysing other metrics such as new users, sessions, sessions per user, page views and bounce rate, add value to the monitoring of the strategy as they provide insights to better understand the behaviour of visitors in relation to the content we are creating.

From March 2019 until the time of the creation of this report, 5.033 people accessed the HELIOS website which we consider as unique visitors with 6.439 sessions, 23.696 page views, and average time spent of 2:11 minutes. From these visitors, 8.8% are returning visitors. Regarding the average time spent on the website, the KPI presented on the proposal foreseen at least half of the unique visitors, expected by the end of the project, to spend at least 5 minutes on the website. Due to the fact that the website is informative, we modified that KPI to at least 2 minutes spent on the website which still is a good indicator for research websites. Nevertheless, we expect to improve the average time spent on the platform website and GitHub once they are available with the launch of the Beta Release.

The following figure presents the main metrics extracted from Google Analytics:

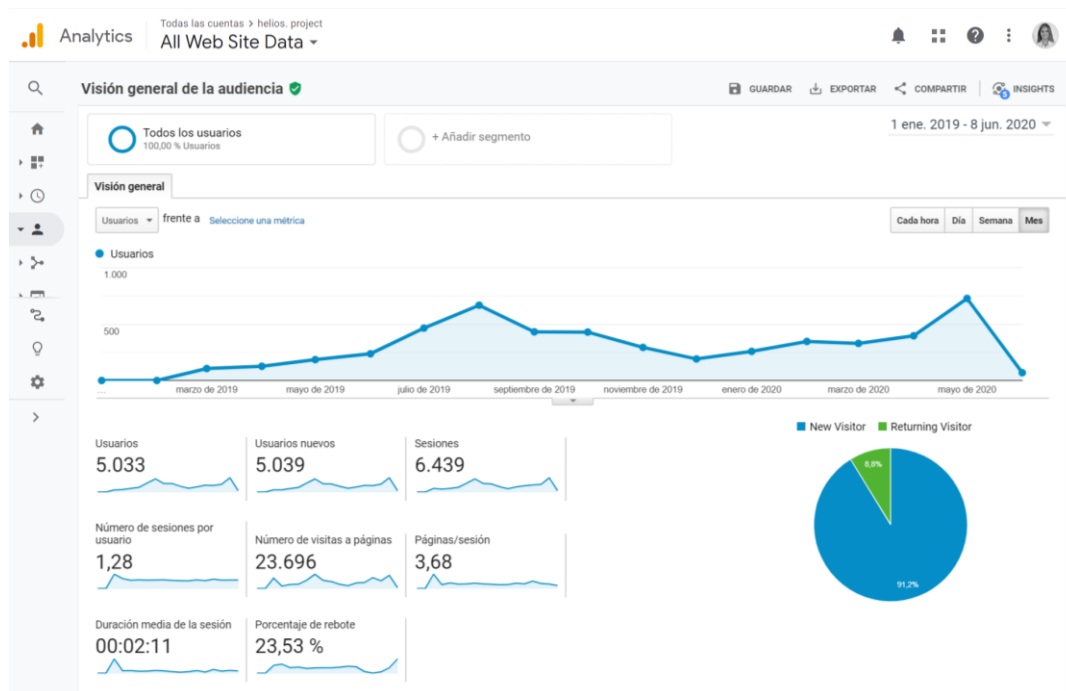


Figure 7: HELIOS Website Overall Metrics

Regarding the location of visitors, the map below shows the countries where most visits come from. In general, most visitors are located in United States (16.48%) which reflects the interest in the project outside of the European Union, also taking into account 3.40% of visitors located on South Korea. The rest of visitors are located in Italy (9.13%), Spain (8.83%), Germany (7.93%), France (7.49%), Netherlands (4.29%), Finland (3.44%), United Kingdom (3.17%), and Greece (3.17%)

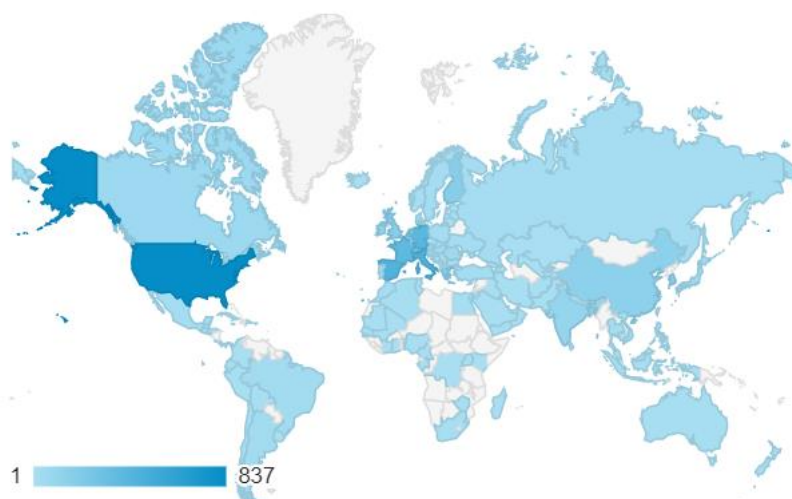


Figure 8: Location of visitor's





In terms of acquisition of visitors, most of the visits come from Direct Entry (50%), and Google or other browsers (31.6%). The other stream of visitors comes from Referral (9.3%) and Social Media (9.1%) which reflects the effectiveness of linking posts with information on the website, as well as leveraging partners ecosystem of channels with the publication of information of HELIOS there, and last but not least, the PR strategy.

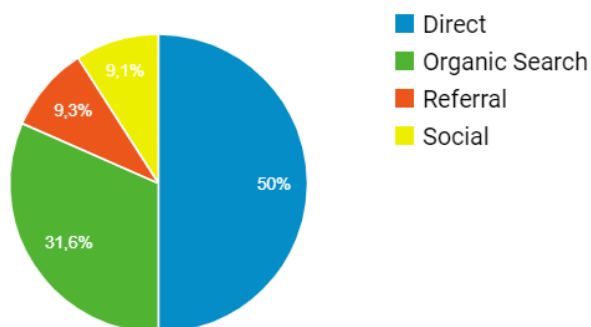


Figure 9: HELIOS Website - Acquisition channels

Looking deeper, visitors use desktops (78.39%), mobiles (20.27%), and tablets (1.35%) to access the website through browsers such as Chrome (62.33%), Safari (12.96%), Firefox (8.94%), Internet Explorer (4.4%), and Edge (3.53%). The operating system for this type of devices is Windows (58.87%), Android (13.75%), Macintosh (12.62%), iOS (7.67%), and Linux (4.20%).

### 3.2 Social Media

The use of mainstream social media has been essential to generate awareness and visibility to HELIOS project, its objectives, results, consortium, technologies, and in general, communicate to our stakeholders what is our ambition and contribution to build a strong European ecosystem of decentralised social networks.

At the heart of our presence on Twitter and Facebook is the creation of relevant content for our audiences in line with the key messages we want to share at each phase of the strategy. Based on the metrics measured and analysed monthly, we have identified some best practices that contribute to attract new followers every month and maintain/improve the engagement rates:

- Interaction with identified target groups → Mention, RT, likes, comment...
- Engage with influential people in the research community, thought leaders, and media. Our top 10 followers on Twitter are:
  - o @debraruh – 162,722 Followers
  - o @SwissCognitive – 134,209 Followers
  - o @EU\_H2020 – 122,151 Followers



- @HerbertRSim – 116,262 Followers
  - @sallyeaves – 105,740 Followers
  - @andy\_fitze – 84,596 Followers
  - @AkwyZ – 78,288 Followers
  - @Michae1green – 63,615 Followers
  - @johnkoetsier – 41,691 Followers
  - @benasmith – 35,151 Followers
- Development of attractive visuals in image, gif and video formats to increase engagement
  - Include CTA's to redirect traffic to the website
  - Use of trending hashtags

Following those practices, we have defined specific campaigns such as #MeetHELIOSPartners, #OnTheHELIOSRadar, #SocialMediaFacts to talk about specific topics during the time. Also, we have leveraged special dates on the calendar to position the project with other messages and dedicated campaigns such as #8M highlighting the women involved in the project and #GAAD2020 demonstrating the project's commitment with accessibility. The images below represent some examples of the top tweets and mentions of the campaigns that had contributed to improve engagement rates and reach:



**HELIOS EU Project** @HeliosEUProject

Save the Date 23/06 - 15:00 CEST

HELIO has been invited to participate at the next @AI4EU #WebCafe "COVID-19 and Contact Tracing Apps" organized by Carmen Mac Williams from @\_Grassrootsarts!

More information: <https://helios-h2020.eu/helios-ai4eu-web-cafe-covid-19-and-contact-tracing-apps/> ...  
[pic.twitter.com/McSGZ9wBff](https://helios-h2020.eu/helios-ai4eu-web-cafe-covid-19-and-contact-tracing-apps/)

Impressions	784
Total engagements	16
Likes	5
Detail expands	4
Retweets	3
Media engagements	3
Link clicks	1



**HELIOS EU Project** @HeliosEUProject

Today we celebrate the Global Accessibility Awareness Day #GAAD because we believe that every user deserves a first-rate digital experience on the web.

Join us today to know more about digital access and inclusion for people with disabilities.

<https://helios-h2020.eu/global-accessibility-awareness-day-2020> ...  
[pic.twitter.com/6aNDxEU1ss](https://helios-h2020.eu/global-accessibility-awareness-day-2020)

Impressions	1,285
Total engagements	18
Likes	6
Retweets	4
Detail expands	4
Media engagements	2
Link clicks	2



**HELIOS EU Project @HeliosEUProject**  
 Carolina is a Research Assistant at @UniPassau, and our legal expert dealing with all the regulatory and legal aspects of HELIOS in terms of requirements and implementation on our technologies for ensuring data privacy and GDPR compliance!  
 🙋  
[#IWD2020 #BeBoldForChange](#)  
[pic.twitter.com/nNns02YpUQ](https://pic.twitter.com/nNns02YpUQ)

Impressions	4,220
Total engagements	40
Media engagements	19
Likes	8
Profile clicks	7
Detail expands	5
Retweets	1

**HELIOS EU Project @HeliosEUProject**  
 Today we want to celebrate International Women's Day!  
 We are really proud to be a project involving amazing women on different roles and tasks making our aim possible!!!  
 👩👩👩👩👩👩  
 Stay in touch to meet some of them!  
[#IWD2020 #BeBoldForChange](#)  
[pic.twitter.com/viFaIdzZO9](https://pic.twitter.com/viFaIdzZO9)

Impressions	995
Total engagements	27
Likes	10
Media engagements	8
Hashtag clicks	3
Detail expands	3
Retweets	2
Profile clicks	1

**HELIOS EU Project @HeliosEUProject**  
 The 2nd edition of the HELIOS Newsletter was released last week!  
 Check it now to know more about the work and activities of HELIOS over the past 3 months!  
<https://mailchi.mp/cf9412f1ab75/helios-newsletter-2-jan-2020> ...  
[pic.twitter.com/ucdCO55L47](https://pic.twitter.com/ucdCO55L47)

Impressions	813
Total engagements	16
Likes	7
Retweets	5
Link clicks	3
Detail expands	1

**HELIOS EU Project @HeliosEUProject**  
 Today we celebrate the Data Privacy Day!  
[#DataPrivacy](#) is one of the [#HELIOS](#) features that will provide users the means and technologies to control how their personal data and content is stored and shared on [#SocialNetworks](#) with a decentralised approach!  
[#PrivacyAware](#) [pic.twitter.com/NU2fJtZCH](https://pic.twitter.com/NU2fJtZCH)

Impressions	1,066
Total engagements	14
Likes	7
Retweets	4
Media engagements	2
Detail expands	1

**HELIOS EU Project @HeliosEUProject**  
 This week on the Helios radar: e-Chat  
 e-Chat is a complete decentralized messaging app with the capabilities of a multi-currency crypto-wallet.  
<https://echat.io/>  
[@eChat\\_news](#) [#socialmedia](#) [#blockchain](#)  
[pic.twitter.com/EebZalnWJd](https://pic.twitter.com/EebZalnWJd)

Impressions	1,202
Total engagements	29
Detail expands	8
Retweets	5
Media engagements	5
Link clicks	5
Likes	4
Profile clicks	2

**Reach a bigger audience**  
 Get more engagements by promoting this Tweet!



Top mention earned 25 engagements

**ARI Marcomm**  
@AriMarcomm · Jun 3

Soon we will have our colleague  
@nuriarodo\_1974 talking about  
#innovation in #h2020projects like  
@5gtours, @HeliosEUPProject and  
@CollectioncareP

#Passthebaton #InnovationWeek  
pic.twitter.com/56Y7Ljm5k



1 4 7

Top mention earned 55 engagements

**Atos España**  
@AtosES · Mar 1

El proyecto @HeliosEUPProject ha sido  
postulado para participar en  
@OpenExpoEurope!  
Vota antes del 15 de Marzo #OpenSource  
#SocialMedia  
okt.to/ak78cB

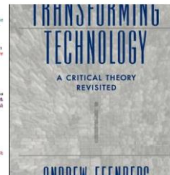
5 11

View Tweet

Top mention earned 40 engagements

**Andreu Belsunces**  
@abelsunces · Nov 4

How to mix Feenberg's marxist theory of  
technology with the design framework  
#eticalos to develop a new tech? In  
@EscolaMassana we are grounding  
@HeliosEUPProject (a trust-based social  
network) merging design fiction, critical  
design and STS to create digital safe  
spaces. pic.twitter.com/CKrkdg8hhs



6 6

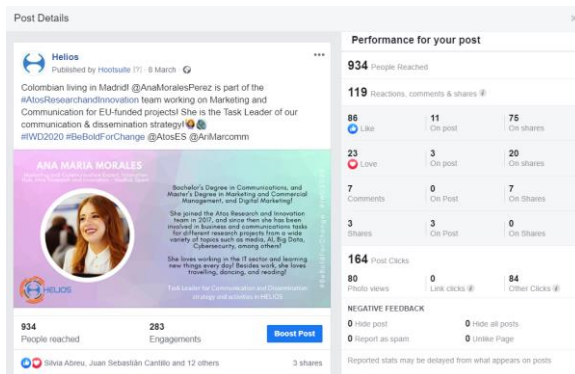
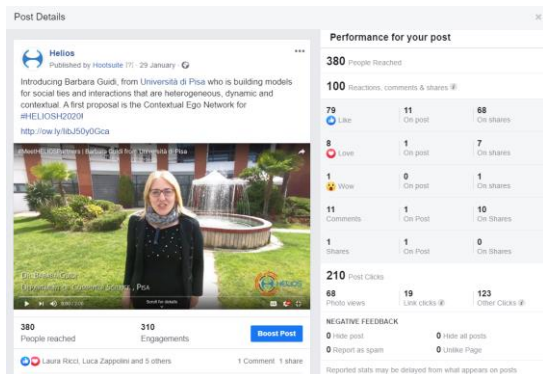


Figure 10: Examples of Top engaging Tweets and Posts

In relation to the KPI's stated on the DOA and in D8.1, the following figures reflect our performance. Regarding to the posts we have reached 536 posts from the 1000 we need to achieve by the end of the project.

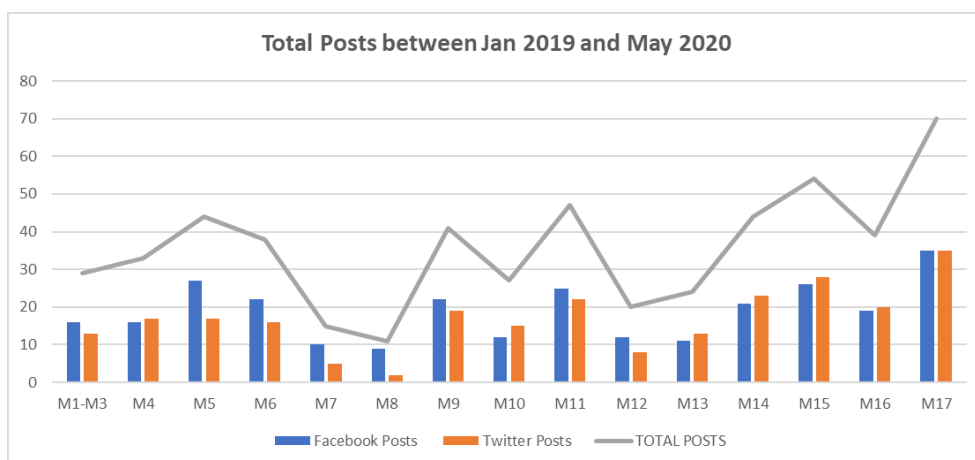


Figure 11: Total Posts on Social Media



Between the post engagement of facebook and retweets we have exceeded the 1000 expected by the end of the project, with 3472 engagement actions until May 2020.

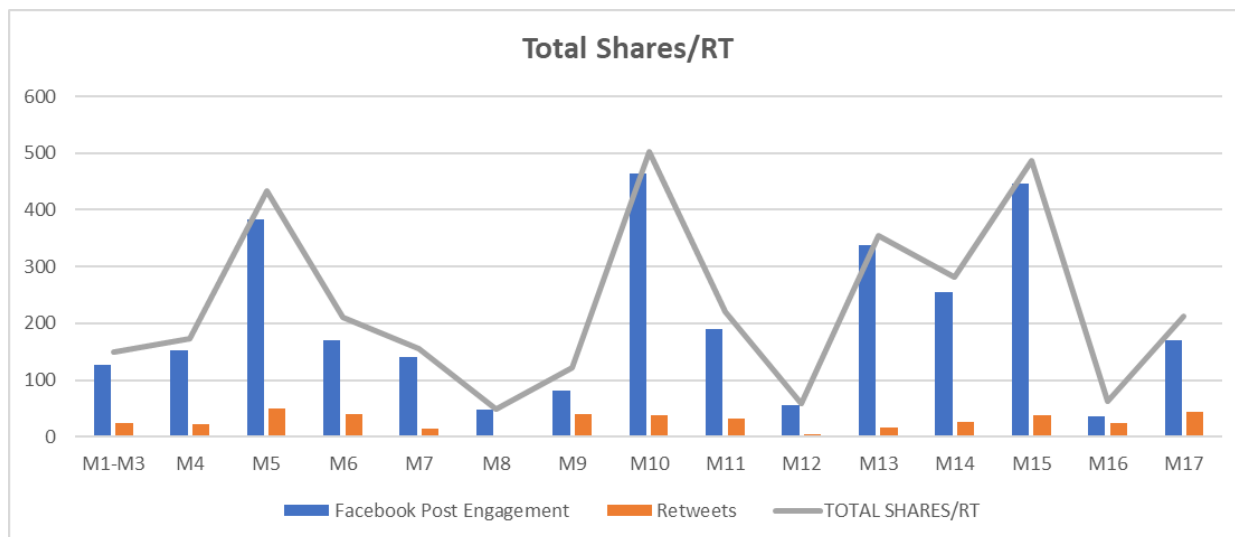


Figure 12: Total Shares/RT on Social Media

In total, we have achieved 496 followers and 3846 likes between Twitter and Facebook for a total of 4342 followers and likes which is an important number for generating awareness of an European research project such as HELIOS. The KPI established on the DOA indicated 10.000 followers and likes by the end of the project, hence we are positive on achieving these metrics with the activity we will held on social media in the upcoming months with the launch of the Beta Release, the Developers' Community, among many others.

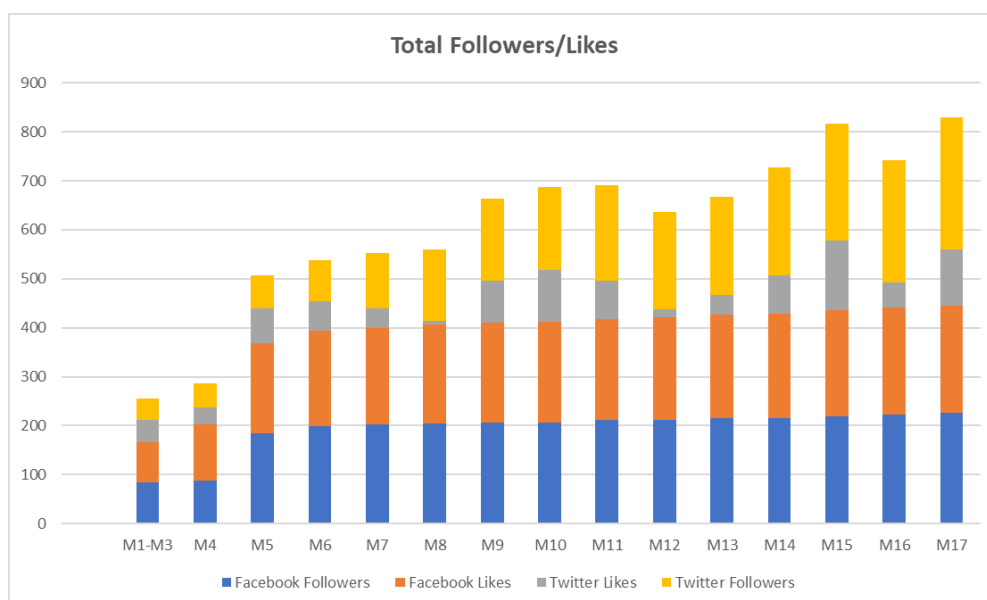


Figure 13: Total Followers/Likes on Social Media

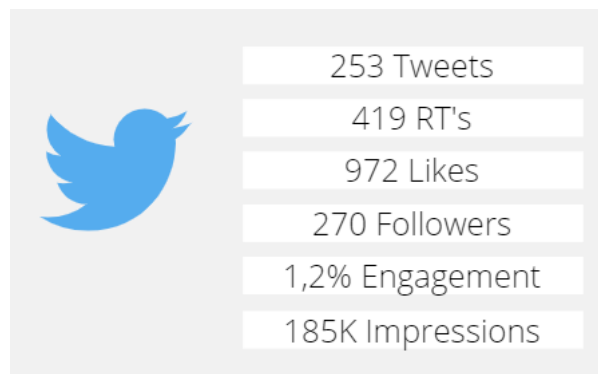


The following subsections present a comprehensive overview of the activity performance and metrics on Twitter and Facebook.

### 3.2.1 Twitter

HELIOS Twitter account (@HELIOSEUproject) is being used to communicate content updated in the website, important news about the project results, participation in events, internal news, milestones achieved, external news, and much more with the aim to generate relevant conversations and engagement with followers about the different topics and technologies used in HELIOS while at the same time creating awareness about HELIOS and its ambition.

As a summary of our activity, that has allowed us to get closer to our stakeholders, until the time of creation of this report, we have achieved:



The following figures show the performance of our activity on Twitter since the beginning of the project until May 2020. In terms of followers, we have been constantly gaining new followers each month with an average of 12 per month, which demonstrates that we are reaching different audiences and providing different relevant content to attract them.

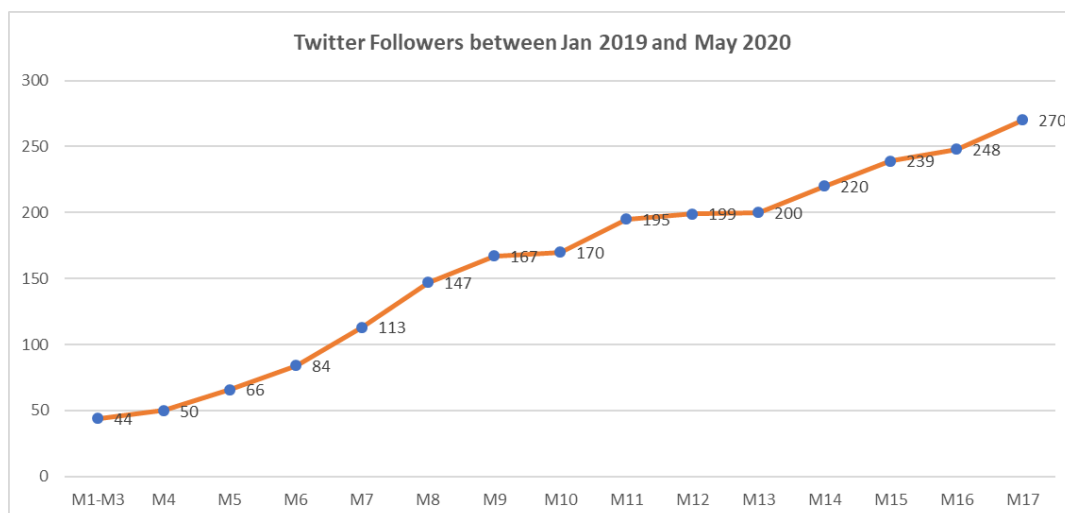


Figure 14: Twitter followers



Regarding the number of tweets and impressions, and as mentioned before, we have created different types of campaigns to make sure that we are providing valuable content to our followers. The average of tweets per month is 15 but depending on the number of activities and time of the year this number can increase or decrease, which also impacts the number of impressions per month.

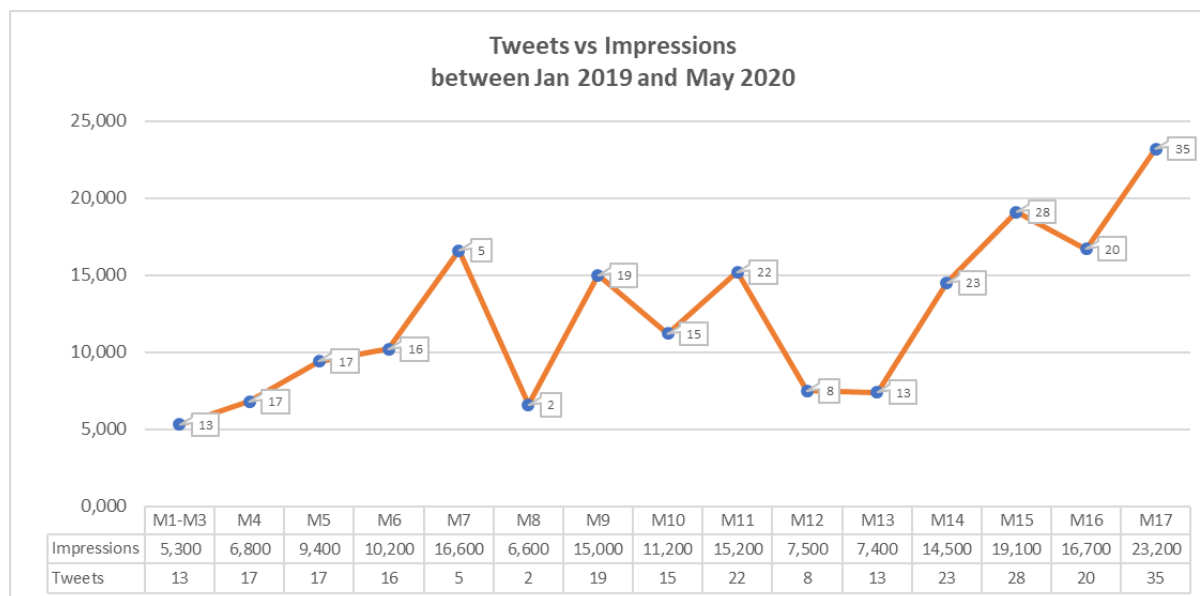


Figure 15: Tweets and Impressions

In line with the last figure, the engagement is related to the number of impressions and tweets, taking also into account the interaction of followers or other users with the content we create and share. The average engagement rate for this period is 1.2% which reflects high interaction even with a constant increase of followers.

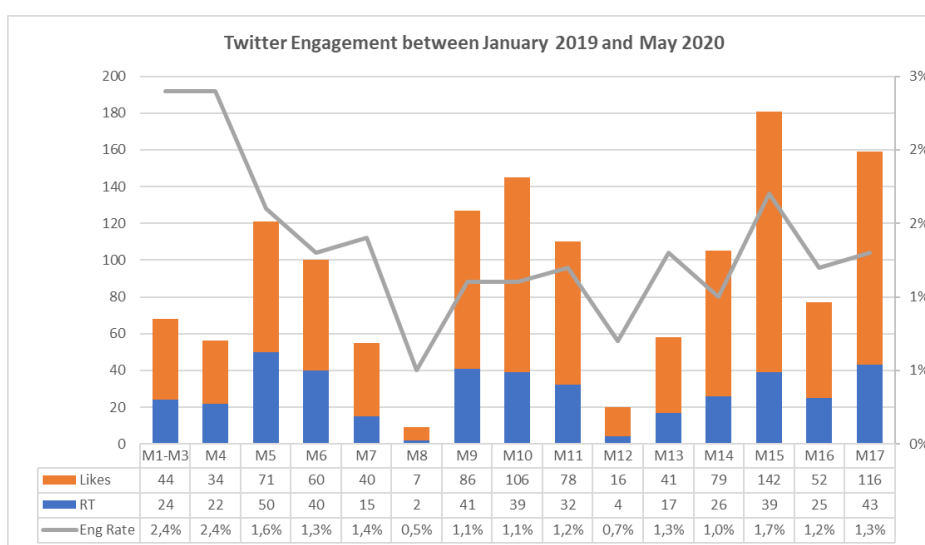


Figure 16: Twitter engagement





Next steps on Twitter include dedicated campaigns about the Beta Release, the components of the Core and Extension Modules, the creation of the HELIOS Developers' Community, as well as other cross-promotion campaigns and activities with projects like ARTICONF, with whom we are planning a series of Video Chats with experts from both projects.

### 3.2.2 Facebook

As mentioned on D8.1, Facebook is not a common social network used on research projects, but to HELIOS represents an interesting channel to reach the general audience that in the end could be end-users of the decentralised social media apps developed on top of HELIOS platform. The strategy followed on this account is closely related to the one on Twitter, with the difference that on Facebook we share longer content.

As a summary of our activity on Facebook, these are the main highlights:



The following figure represents the evolution of followers and likes we have reached since the creation of the project page. The acquisition of followers has not grown exponentially since we reached 180 followers approximately, as it is the case of the Twitter account, but the option of having people liking the page contributes to a greater reach of posts and therefore generating awareness and visibility of the project.

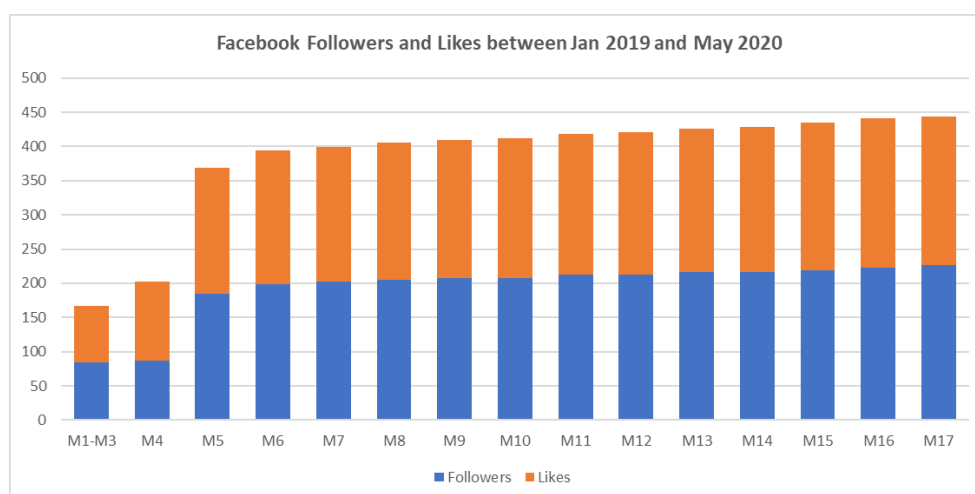


Figure 17: Facebook Likes and Followers





On the other hand, the post reach has proved to be highly supported by the rates of post engagement which reflects that it's not the number of posts but the quality of the content that really contributes to reach wider audiences and generate more awareness.

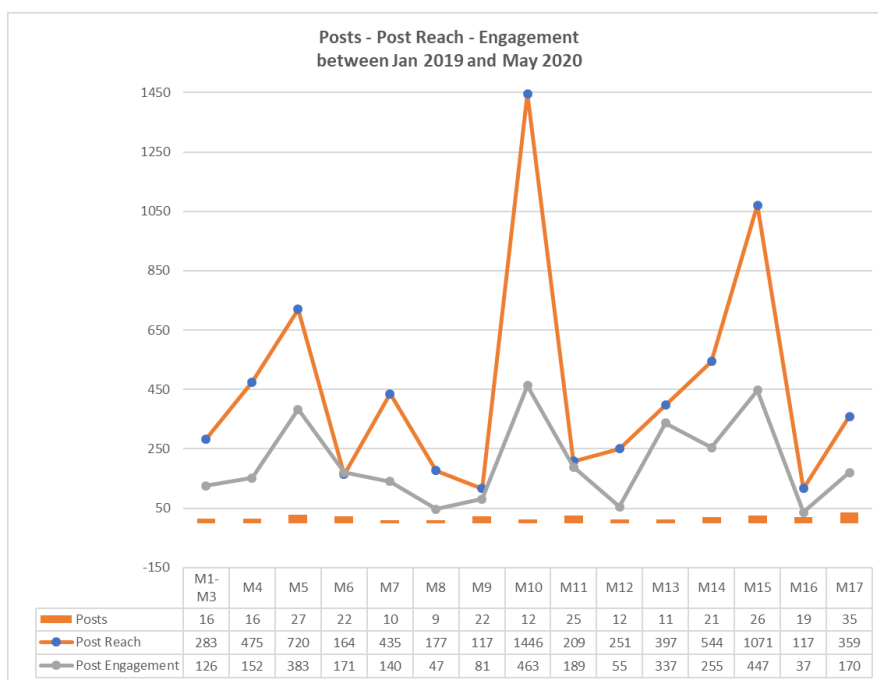


Figure 18: Facebook Post Reach and Engagement

As mentioned in the Twitter section, besides continuing with sharing relevant news and activities carried out by HELIOS, the next steps of the activity on Facebook will be related to major announces such as the launch of the Beta Release of the platform, the Validation Apps and the creation of the HELIOS Developers' Community.

### 3.3 Communication Material

To spread the message and results of HELIOS project, we have developed different types of materials taking into account accessibility requirements that has been used on different scenarios such as website, social media and events.

So far we have developed:

- Project Leaflet: Including basic information about the project objectives and expected outcomes
- Project Roll-up: Including basic information about the project objectives and expected outcomes
- Project Templates: PPT, Word, Posters, Newsletter
- Twitter Cards and other graphic material for social media



- Research Note: OverTheBlock

The following images show the communication material developed:



Figure 19: HELIOS Leaflet - Cover

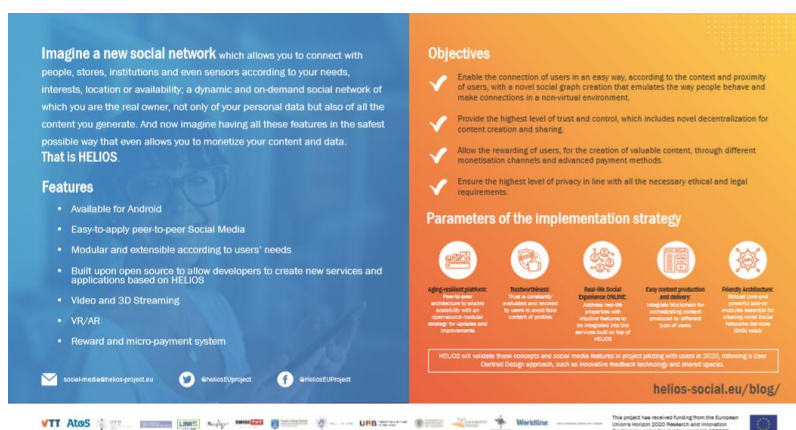


Figure 20: HELIOS Leaflet – Back





## A Context-Aware Social Networking Framework

Trust is essential for all human communications. However, trust depends on our context: we may trust one person in work context but not necessarily in our private life, and vice versa. Trust can only exist if secrets are kept, and it has a tendency to change over time. HELIOS will bring these features into a secure trust-based decentralized social networking platform, where you are the sole owner of your personal data. Furthermore, all the content you generate will stay within the context it belongs to, and you may even receive economic compensation for it.

### What makes HELIOS different?

- Decentralized social networking platform that enables third party add-ons, such as a collaborative recommendations technology that is primarily designed to protect end-user's privacy.
- Modular open-source platform which allows extended functionality for new services and applications, providing social networking APIs for them.
- Advanced VR/AR, immersive video and 3D streaming characteristics for promoting the content generation.
- Reward system for users to share their data or content.

### Relation between HELIOS and distributed recommendation technology

Traditional collaborative recommendation technologies are based on recording activities of large amounts of users into a single repository; by doing this, they compromise user's privacy. Since HELIOS is a distributed platform built with a privacy-by-design approach, this is neither possible nor desired, so HELIOS implements a novel approach as seen on the illustration:



— Interactions

— Social Networks

— Virtual Coordinates

Each user has a 'token collection', and so do have all items: video clips, news articles, services, restaurants, museums and others...

In each user transaction with an item, some tokens are exchanged (copied over) between respective collections, segregating them anonymously; when doing so, users do not expose any of their history or their preferences, since there are no traces, where they can get those tokens at the first place.

Aggregating two collections make them resemble each other: Similarity of different token collections is the sole basis of recommendations, without disclosing any reason, why some collections resemble each other more than some other collections.

### HELIOS use cases

**Connecting People**

Engage with new people with common interests, activities, and lifestyle in an easy and secure way, by sharing only the information you want in order to connect to other people through a user request or a smart environment where HELIOS identify a potential connection which it's displayed automatically for the user to accept or deny.

**Citizen Journalism**

Professional journalists and citizens can contribute to the transmission/broadcasting of a specific event. Users can publish content (text, image, video) and access collected information, including verification mechanisms of Trust and

Quality score of the content, to avoid false news based on previous publications of a certain user. The platform can be a media broadcasting hub with premium content and can integrate a rewarding system for both professional or amateur content.

**HELIOS Cultural Hub**

HELIOS links people based on the attendance to cultural events such as museums or libraries, in order to transform these spaces into shared spaces of communication and knowledge. Users can also receive data and contextually based media with augmented and immersive experience features.



[heliosproject.eu](https://heliosproject.eu) | [social-media@helios-project.eu](mailto:social-media@helios-project.eu)

Figure 21: HELIOS Roll-up

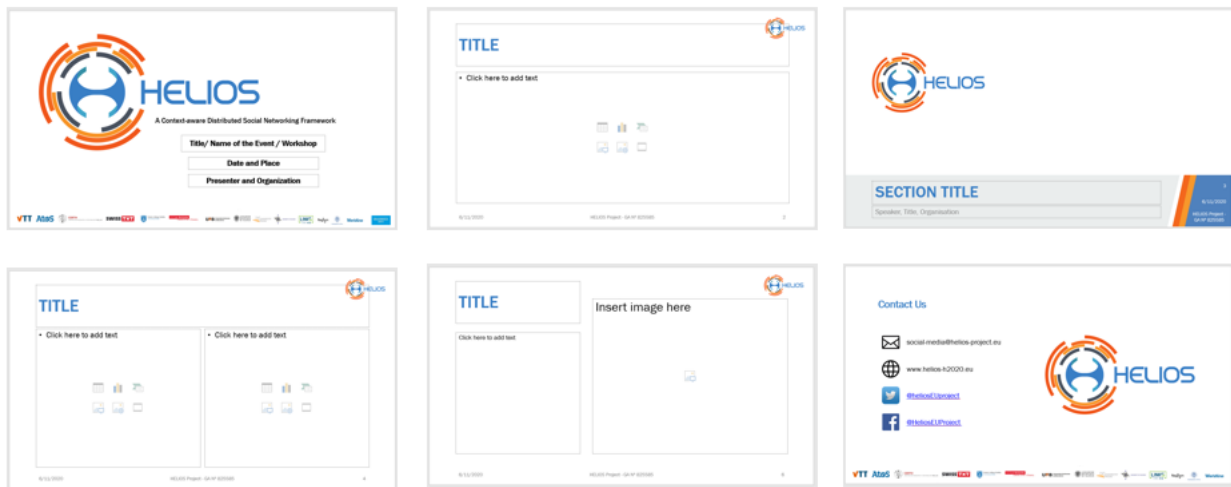


Figure 23: HELIOS PPT Template

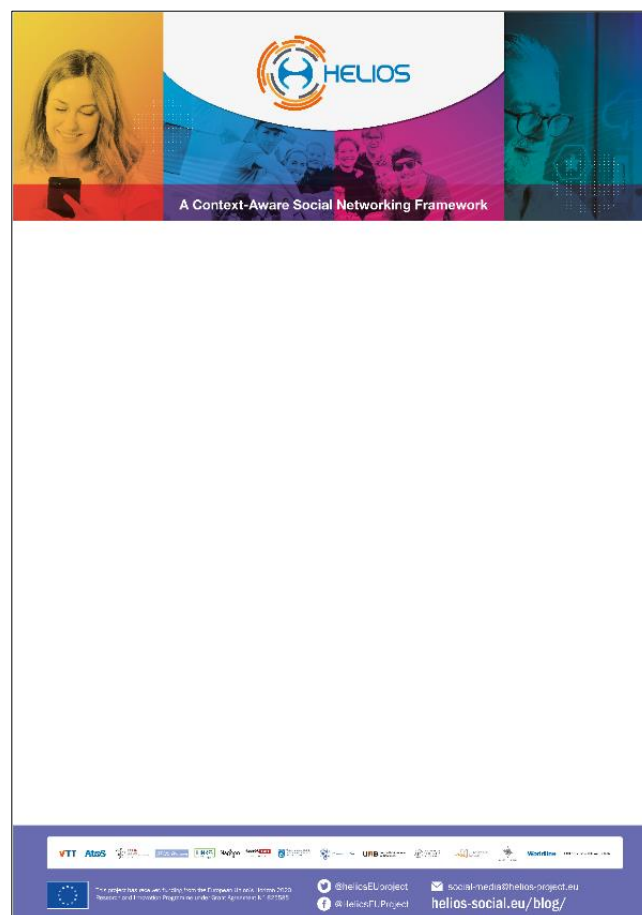


Figure 22: HELIOS Poster Template





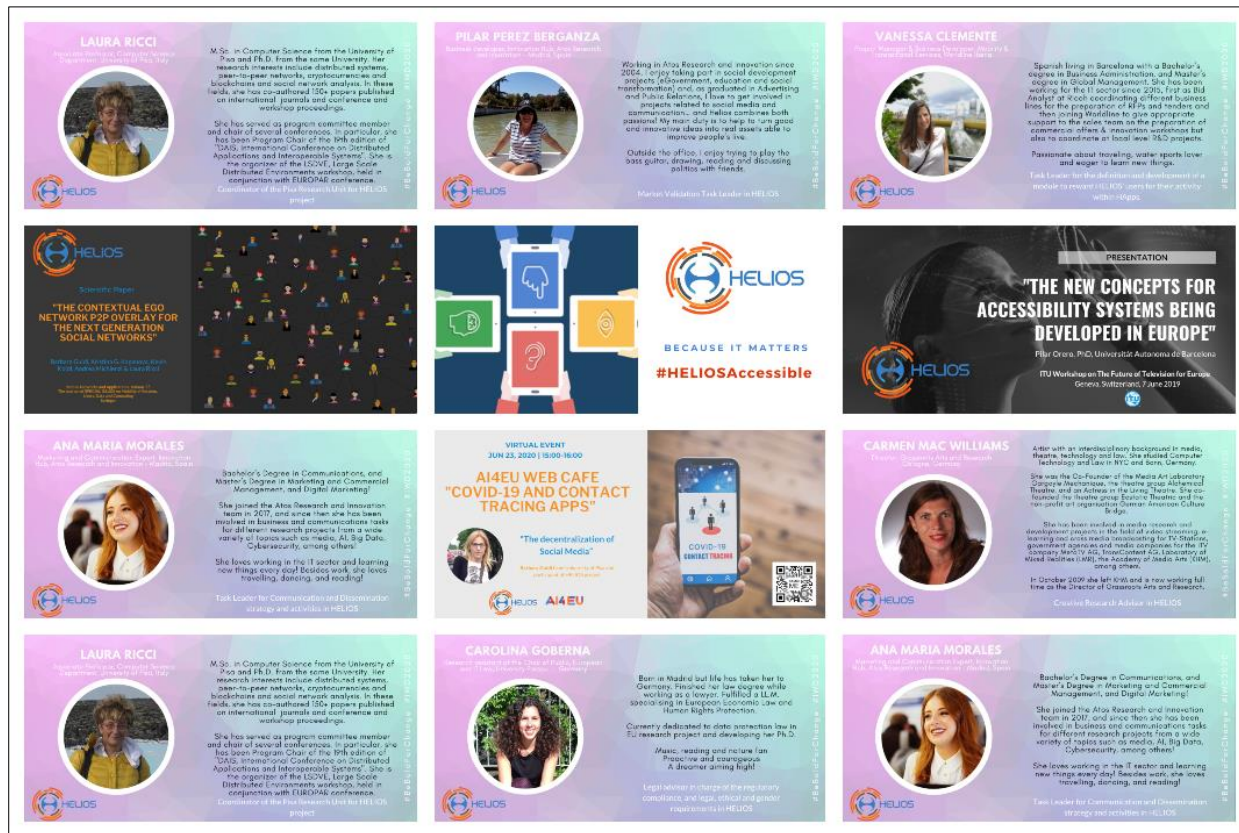


Figure 26: HELIOS Social Media Graphic Material 2

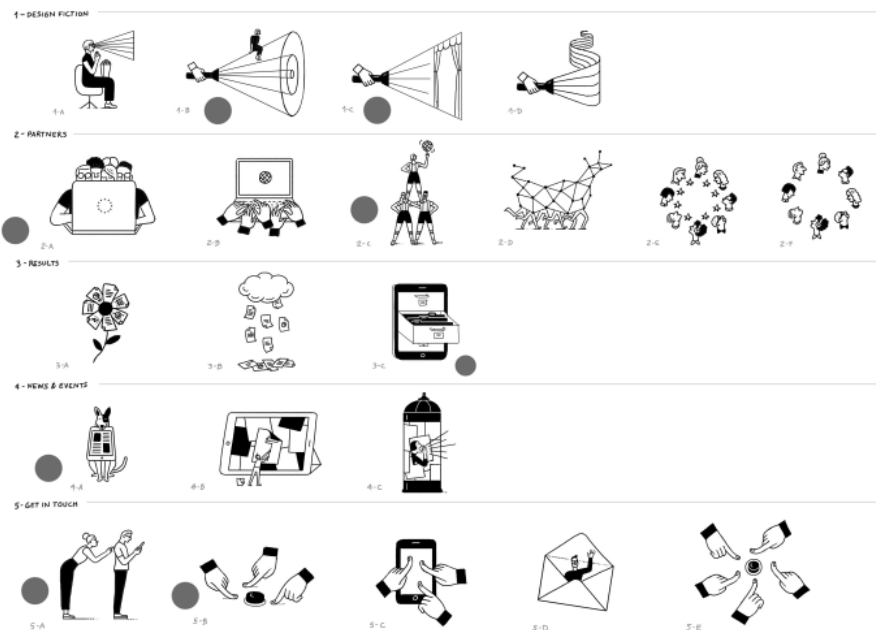


Figure 27: HELIOS tailored-made illustrations for the website



For the launch of the Beta Release, dedicated communication and dissemination material will be developed such as infographics and videos based on the platform capabilities and features, the Design Fiction Use Cases, and the validation apps. Other types of material will be considered and developed according to the communication and dissemination needs identified for each phase.

### 3.4 Videos

In collaboration with TCD team and the initiative led by them called HELIOSphere, we developed a series of short videos to share with our stakeholders the ambition of HELIOS from the different perspectives and areas of expertise of the consortium partners. The fourteen videos were uploaded to HELIOS YouTube Channel and embedded on the videos section on the website. In addition, they were shared on the project's social media accounts. Until now, the total number of views is 360.

Also, STXT developed a video to share the experience at the Jungfrau Marathon where they tested the Citizen Journalism validation app in 2019.

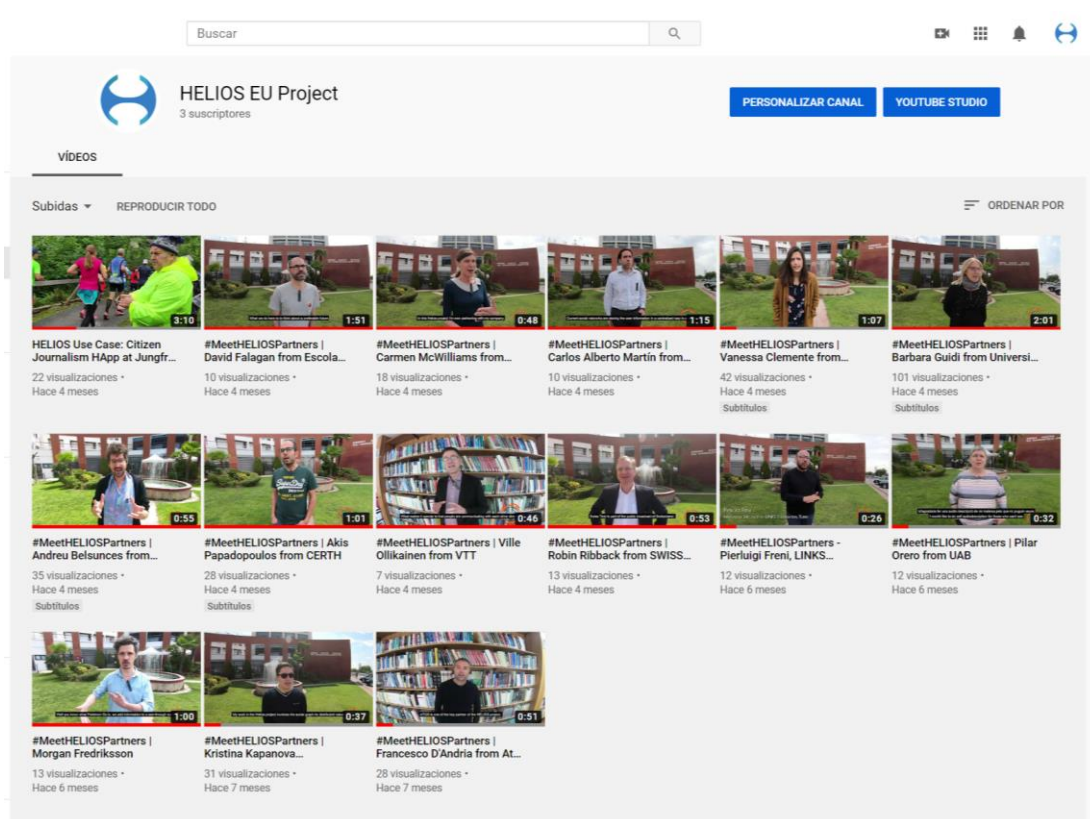


Figure 28: HELIOS YouTube videos

As mentioned before, during the second half of 2020, more videos will be produced as part of the launch of the Beta Release of the platform.





### 3.5 Events (Conferences, exhibitions, presentations, etc)

The participation in different types of events has been essential for raising awareness and visibility of the project among external stakeholders. The participation in events is widely promoted through the website and social media channels. Until now, HELIOS and its consortium has participated at 23 events and 27 presentations have been made in total. The table below includes information about the events or conferences where HELIOS has already participated in:

Event	Date	Place	Partner	Target Audience	# Participants	Link	Notes
<b>Media Convergence and Social Media Concertation Meeting</b>	06/02/2019	Brussels, Belgium	VTT	Research Community	150	<a href="#">Link</a>	Communication / presentation / Poster session
<b>Presentation to visitors from Marymount University – Helsinki, Finland</b>	15/02/2019	Helsinki, Finland	UH	Research and Academic Community	150	<a href="#">Link</a>	Communication / “Helios a context-aware distributed social networking platform” presentation
<b>Presentation to the P2P Systems and Blockchain course from the Department of Computer Science of University of Pisa</b>	31/05/2019	Pisa, Italy	UNIFI	Research and Academic Community	100	<a href="#">Link</a>	Communication / “Helios a context-aware distributed social networking platform” presentation
<b>Demo Day of Secure Systems Group / Aalto University</b>	29/05/2019	Helsinki, Finland	UH	Research and Academic Community	150	<a href="#">Link</a>	Communication / Poster session





<b>ITU Workshop on The Future of Television for Europe</b>	07/06/2019	Geneva, Switzerland	UAB	Telecom Industry – Policy Makers	150	<a href="#">Link</a>	HELIOS was included in the presentation “The new concepts for Accessibility systems being developed in Europe”
<b>Summer School: Translating in the 21st century and the challenge of sustainable development</b>	27/06/2019	Venice, Italy	UAB	Research and Academic Community	150	<a href="#">Link</a>	HELIOS was included in the lecture “An image is worth 1000 words. Translating audiovisual media” and at the seminar “From paper to digital: Accessibility as the new context for translation studies”
<b>Seminat at Federal University of Cear� in Brasil</b>	05/07/2019	Fortaleza, Brasil	UNIFI	Research and Academic Community	40	<a href="#">Link</a>	During his Ph.D., Andrea Michienzi (UNIFI) visited the Federal University of Cear� in Brasil. During his secondment, the host Prof. Antonio Jose de Macedo decided to organize a seminar in which Andrea had the chance to present the two European projects he is involved in MASTER and HELIOS.
<b>Worldcon 2019</b>	16/09/2019	Dublin, Ireland	TCD	General Public, Industry	250	<a href="#">Link</a>	Communication / Presentation of HELIOS at the session “Would you swap your partner with a Robot designed to be ‘the one’?”
<b>IBC 2019</b>	11-15/09/2019	Amsterdam, Netherlands	STXT, UP, VTT, ATOS	Industry	55000	<a href="#">Link</a> <a href="#">Link</a>	Booth exhibition and paper presentation “Networked Collaborative Recommendation Architecture”



<b>ICT Proposers' Day - Side Event 2019</b>	18/09/2019	Helsinki, Finland	VTT	Industry, Policy Makers, Research Community	150	<a href="#">Link</a>	Communication / presentation - HELIOS was featured at the visit 5G Test Networks, Data and Cybersecurity, and New Space.
<b>GoodTechs '19: Proceedings of the 5th EAI International Conference on Smart Objects and Technologies for Social Good</b>	25-26/09/2020	Valencia, Spain	TCD, UNIPI	Research and Academic Community	150	<a href="#">Link</a>	Communication / Presentation of the paper "A multilayer social overlay for new generation DOSNs"
<b>Tap2Open bootcamp competition</b>	6-7/09/2019	Thessaloniki, Greece	CERTH	Research and Academic Community	50	<a href="#">Link</a>	Showcase of HELIOS VR module in relation to the Cultural Hub Use Case + 3 <sup>rd</sup> prize received
<b>FRUCT Conferece</b>	31/10/2019	Helsinki, Finland	UH	Research and Academic Community	100	<a href="#">Link</a>	Communication / Poster session
<b>Presentation of HELIOS at Atos Madrid to students from La Salle Business School</b>	03/12/2019	Madrid, Spain	ATOS	Academic Community	40	<a href="#">Link</a>	Communication / presentation
<b>Presentation at the THESES Event of the Department of Computer Science</b>	05/12/2019	Pisa, Italy	UNIPI	Research and Academic Community	50	<a href="#">Link</a>	Communication / presentation



<b>International Conference on Complex Networks and Their Applications 2019</b>	11/12/2019	Lisbon, Portugal	CERTH	Research and Academic Community	100	<a href="#">Link</a>	Communication / Paper presentation: "LinkAUC: Unsupervised Evaluation of Multiple Network Node Ranks Using Link Prediction" -
<b>V International Congress on Communication and Thought</b>	1-3/04/2020	ONLINE	UP, MASS, TCD, UAB	Research and Academic Community, Policy Makers	200	<a href="#">Link</a>	Presentation of papers: "The principle of transparency in youth targeted content on social media" "Social networks, challenges, concerns and youth. HELIOS use cases" "Native accessible interaction for all: Accessible born social media"
<b>Global Accessibility Awareness Day 2020</b>	20/05/2020	ONLINE	UAB	Research and Academic Community, Policy Makers, General Public	100	<a href="#">Link</a>	Project partner Pilar Orero, presents HELIOS–A Context-aware Distributed Social Networking Framework.
<b>Innovation Week Atos – Internal Event</b>	03/06/2020	ONLINE	ATOS	Industry	350	Internal Only	HELIOS was showcased as one of the research projects of the R&D Group.
<b>OpenExpo Europe 2020</b>	20/06/2020	ONLINE	ATOS	Industry, Open Source Community	200	Not available yet	HELIOS Webinar focused on the Beta Release
<b>AI4EU Café – "COVID-19 and</b>	23/06/2020	ONLINE	GAR UNIFI VTT	Research and Academic	250	<a href="#">Link</a>	Participation of HELIOS experts on the discussion around contact tracing apps. HELIOS was featured at the following: "Tracing encounters



<b>Contact Tracing Apps”</b>			CERTH TCD	Community, Policy Makers			instead of tracing people” (VTT), “The decentralization of social media” (UNIFI), “Proximity and trust in hyperlocal social networks” (TCD), and “The relation between COVID-19 disinformation and contact tracing” (CERTH)
<b>HELIOS &amp; ARTICONF Expert Vision Video Chat</b>	30/06/2020	ONLINE	TCD	General Public, Research and Academic Community, Policy Makers	50	<a href="#">Link</a>	Participation of Kevin Koidl from TCD as HELIOS expert for the 1 <sup>st</sup> Expert Vision Chat on the future of social media
<b>6th International Conf. Immersive Learning Research Network, online and in virtual reality</b>	21- 25/06/2020	ONLINE	CERTH	Research and Academic Community, Policy Makers	80	<a href="#">Link</a>	HELIOS presented at the Immersive Learning Project Showcase & Competition, iLRN 2020 by Dimitrios Ververidis

Table 1: List of events

Figure 29: HELIOS Events until M17

We have notification acceptance for a poster session at HCI 2020, a paper presentation at CUMULUS Conference, and at least 2 paper presentations at GOODTECHS2020. The participation of HELIOS in future events depends also on the cost of sponsorship packages and other opportunities such as Call for Speakers, Call for Papers, Call for Posters, among many others. More details will be reported in D8.5.



### 3.6 Posters

Until May 2020, three posters have been developed and presented in different events:

Event	Date	Place	Partner	Target Audience	# Participants	Link	Notes
<b>Media Convergence and Social Media Concertation Meeting</b>	06/02/2019	Brussels, Belgium	VTT	Research Community	150	<a href="#">Link</a>	Communication / presentation / Poster session
<b>Demo Day of Secure Systems Group / Aalto University</b>	29/05/2019	Helsinki, Finland	UH	Research and Academic Community	150	<a href="#">Link</a>	Communication / Poster session
<b>FRUCT Conferece</b>	31/10/2019	Helsinki, Finland	UH	Research and Academic Community	100	<a href="#">Link</a>	Communication / Poster session

*Table 2: List of HELIOS Posters*

In the upcoming months partners from UPV will present a poster session based on the paper “Speech Emotion Recognition from Social Media Voice Messages Recorded in the Wild” by Gómez-Zaragozá, L., Marín-Morales, J, Parra, E., Guixeres, J. and Alcañiz M., at the International Conference on Human-Computer Interaction (HCI2020).



### 3.7 Scientific/Research Papers

Publications of scientific papers are dissemination opportunities that can be exploited to share project results among scientific and non-scientific communities. During the reporting period the consortium has published the following papers, which can be found on HELIOS website and [HELIOS Community on Zenodo](#):

Title	Author/s	Publisher	Link
"A multilayer social overlay for new generation DOSNs"	Barbara Guidi, Andrea Michienzi, Kevin Koidl, and Kristina Kapan	GoodTechs '19: Proceedings of the 5th EAI International Conference on Smart Objects and Technologies for Social Good September 2019 Pages 114–119	<a href="#">Link</a>
"Boosted seed oversampling for local community ranking"	Emmanouil Krasanakis, Emmanouil Schinas, Symeon Papadopoulos, Yiannis Kompatsiaris, Andreas Symeonidis	Information Processing & Management, 102053 Elsevier March 2020	<a href="#">Link</a>
"Networked Collaborative Recommendation Architecture"	Ville Ollikainen	Paper presented at IBC2019 Conference, Amsterdam, Netherlands. Selected as one of the Top 10 Best Papers at IBC2019	<a href="#">Link</a>
"LinkAUC: Unsupervised Evaluation of Multiple Network Node Ranks Using Link Prediction."	Emmanouil Krasanakis, Symeon Papadopoulos, and Yiannis Kompatsiaris.	International Conference on Complex Networks and Their Applications. Springer, Cham, pp. 3-14, 2019.	<a href="#">Link</a>
"The principle of transparency in youth targeted content on social media"	Carolina Goberna	V International Congress on Communication and Thought - To be published on Conference Magazine by EGREGIUS	<a href="#">Link</a>



"Social networks, challenges, concerns and youth. HELIOS use cases"	David Hernandez, Andreu Belsunces, Kevin Koidl	V International Congress on Communication and Though - To be published on Conference Magazine by EGREGIUS	<a href="#">Link</a>
"Native accessible interaction for all: Accessible born social media"	Estella Oncins	V International Congress on Communication and Though - To be published on Conference Magazine by EGREGIUS	<a href="#">Link</a>
"The Contextual Ego Network P2P Overlay for the Next Generation Social Networks"	Barbara Guidi, Andrea Michienzi & Laura Ricci, Kristina G. Kapanova, Kevin Koidl	Mobile Networks and Applications - The Journal of SPECIAL ISSUES on Mobility of Systems, Users, Data and Computing - Springer	<a href="#">Link</a>
"Blockchain-based access control management for Decentralized Online Social Networks"	Mohsin Ur Rahman, Barbara Guidi, Fabrizio Baiardi	Journal of Parallel and Distributed Computing, Volume 144, October 2020, Pages 41-54 ELSEVIER	<a href="#">Link</a>

*Table 3: List of HELIOS Scientific Publications*

In the upcoming months, we will held the presentation of papers submitted for CUMULUS Conference, GOODTECHS2020, and 27<sup>TH</sup> FRUCT Conference.

### 3.8 Press Releases

HELIOS has released an official press release at the beginning of the project to communicate the project objectives and expected results to media and general public. The press release is available at <https://helios-h2020.eu/official-press-release-eu-funded-project-helios-will-redefine-the-future-of-social-networks/>

The following table presents the clippings obtained as a result of the publication of this press release, relations of partners with other parties, participation on events, and execution of different dissemination activities:



Type	Title	Source	Audience	Link
Media Coverage	HELIOS te ayuda a crear redes sociales	Teragames.com.mx	892	<a href="#">Link</a>
Media Coverage	HELIOS te ayuda a crear redes sociales	lacapital.com.mx	933	<a href="#">Link</a>
Media Coverage	HELIOS, plataforma digital europea para crear redes sociales	Notimex.gov.mx	450	<a href="#">Link</a>
Media Coverage	HELIOS, plataforma digital europea para crear redes sociales	Rotativo.com.mx	4245	<a href="#">Link</a>
Partners' Channels	Nuevo proyecto europeo: una plataforma digital para crear redes sociales	UAB Website	40476	<a href="#">Link</a>
Partners' Channels	Nou projecte europeu: una plataforma digital per crear xarxes socials	UAB Website		<a href="#">Link</a>
Partners' Channels	New European project: digital platform to create social networks	UAB Website		<a href="#">Link</a>
Media Coverage	Research and Innovation for Future European Media 2019	H2020 Brochure - Media Convergence, Social Media and STARTS - P42	304	<a href="#">Link</a>
Media Coverage	EU-Projekt HELIOS: Europäische Antwort auf Facebook & Co.	Digital Research Magazine – Universität Passau	2841	<a href="#">Link</a>
Partners' Channels	€5Million EU-Funded Project, HELIOS, to Redefine the Future of Social Networks	ADAPT Centre Website	346	<a href="#">Link</a>
Partners' Channels	A context-aware Distributed Social Networking Framework	Atos Research and Innovation Newsletter	300	Internal only





<b>Media Coverage</b>	EU-Projekt HELIOS: Europäische Antwort auf Facebook & Co.	Web and Mobile. DEVELOPER magazine (Print Version)	1769	<a href="#">Link</a>
<b>Media Coverage</b>	Trinity Scientists to Debate Social Media With The Public	University Times	2140	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS – A Context-Aware Distributed Social Networking Framework	Atos Sales Portal and Newsletter	2000	Internal only
<b>Partners' Channels</b>	How to make Social Media more accessible? Dr Pilar Orero @Heliosphere	Heliosphere Youtube Channel	50	<a href="#">Link</a>
<b>Media Coverage</b>	EU-funded project HELIOS will redefine the future of Social Networks	CORDIS	1034597	<a href="#">Link</a>
<b>Media Coverage</b>	Image a Social Network like FaceBook with no FaceBook	Euroscientist	1293	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS in the News	Atos Research and Innovation Newsletter	300	Internal only
<b>Partners' Channels</b>	€5Million EU-Funded Project, HELIOS, to Redefine the Future of Social Networks	TCD Website	38239	<a href="#">Link</a>
<b>Partners' Channels</b>	The kick-off meeting of the project HELIOS	UAB Blog	0	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS Kick-off meeting	UPV Website	0	<a href="#">Link</a>
<b>Media Coverage</b>	Helios: Uni Passau arbeitet an Social-Media-Revolution	Idowa.de	7605	<a href="#">Link</a>
<b>Media Coverage</b>	Soziales Netzwerk der Zukunft	TRP1	967	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS - A Context-aware Distributed Social Networking Framework	Atos Research and Innovation Booklet	149	<a href="#">Link</a>



<b>Partners' Channels</b>	HELIOS - A Context-aware Distributed Social Networking Framework	Grassroots Website	0	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS - A Context-aware Distributed Social Networking Framework	LINKS Foundation Website	274	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS	UNIPI Website	21290	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS	UPV Website	40786	<a href="#">Link</a>
<b>Partners' Channels</b>	Worldline es socio oficial del proyecto HELIOS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Worldline News Section	6718	<a href="#">Link</a>
<b>Media Coverage</b>	Worldline participates in EU-funded social network project Helios	Finextra.com	20309	<a href="#">Link</a>
<b>Media Coverage</b>	Adapt's Kevin Koidl on rethinking social networks	Techcentral.ie	3773	<a href="#">Link</a>
<b>Media Coverage</b>	Worldline participates in EU-funded social network project Helios	FCLegal.com	0	<a href="#">Link</a>
<b>Media Coverage</b>	Worldline es socio oficial del proyecto HELIOS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Sticknoticias.com	977	<a href="#">Link</a>
<b>Media Coverage</b>	Worldline Ha Sido Seleccionado Como Socio Del Proyecto HELIOS Para Construir Una Red Social Europea	Revista Cloud Computing	2009	<a href="#">Link</a>
<b>Media Coverage</b>	Worldline entwickelt soziales Netzwerk der EU mit	Computerwelt.at	3062	<a href="#">Link</a>
<b>Media Coverage</b>	How to design the future of social media	CORDIS	1034597	<a href="#">Link</a>



<b>Partners' Channels</b>	REDEFINE THE FUTURE OF SOCIAL NETWORKS EUROPEAN PROJECT HELIOS	Swiss TXT Website	5126	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	Global News Wire	96331	<a href="#">Link</a>
<b>Media Coverage</b>	Atos desarrolla una red social basada en blockchain	Infochannel	2239	<a href="#">Link</a>
<b>Media Coverage</b>	Atos werkt aan P2P-platform sociale media in door EU gefinancierde Helios-project	Telecompaper	15871	<a href="#">Link</a>
<b>Media Coverage</b>	Atos works on P2P social media platform in EU-funded Helios project	Telecompaper	15871	<a href="#">Link</a>
<b>Media Coverage</b>	ATOS : PARTICIPATION AU PROJET HELIOS	TradingSat	15929	<a href="#">Link</a>
<b>Partners' Channels</b>	Atos desarrolla una nueva red social innovadora basada en Blockchain como parte del proyecto europeo HELIOS	Atos Iberia Website	23045	<a href="#">Link</a>
<b>Partners' Channels</b>	Atos develops new innovative social network as part of HELIOS European project	Atos Global Website	23045	<a href="#">Link</a>
<b>Media Coverage</b>	Atos développe un réseau social novateur dans le cadre du projet européen HELIOS	ITespresso	8040	<a href="#">Link</a>
<b>Media Coverage</b>	Se desarrolla una nueva red social basada en Blockchain como parte del proyecto europeo HELIOS	ITespresso	4745	<a href="#">Link</a>
<b>Media Coverage</b>	Un réseau social concurrent de Facebook financé par l'Europe	La Revue du Digital	3022	<a href="#">Link</a>
<b>Media Coverage</b>	Atos développe un réseau social novateur dans le cadre du projet européen HELIOS	Silicon	10128	<a href="#">Link</a>



<b>Media Coverage</b>	Atos werkt aan P2P-platform sociale media in door EU gefinancierde Helios-project	Drimble	20950	<a href="#">Link</a>
<b>Partners' Channels</b>	COME SEE US SWISS TXT @ IBC2019	Swiss TXT Website	5126	<a href="#">Link</a>
<b>Media Coverage</b>	Atos desarrolla una nueva red social innovadora basada en Blockchain como parte del proyecto europeo HELIOS	Economía de Hoy	2326	<a href="#">Link</a>
<b>Media Coverage</b>	Atos: participation au projet HELIOS	ABC Bourse	18550	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	Generation NT	43949	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	Virtual Strategy	3938	<a href="#">Link</a>
<b>Media Coverage</b>	ATOS: PARTICIPATION AU PROJET HELIOS	Easy Bourse	4596	<a href="#">Link</a>
<b>Media Coverage</b>	Atos développe un anti-Facebook, un réseau social européen respectueux de la vie privée	L'Usine Nouvelle	49414	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	InvesteGate	2882	<a href="#">Link</a>
<b>Media Coverage</b>	Atos : développe un réseau social novateur	Boursier	29431	<a href="#">Link</a>
<b>Media Coverage</b>	Atos participa en el desarrollo de una nueva generación de redes sociales basada en blockchain	RH Press	1438	<a href="#">Link</a>
<b>Media Coverage</b>	ATOS participará en el proyecto Helios y desarrollará una nueva red social basada en el Blockchain	Zona Movilidad	3118	<a href="#">Link</a>



<b>Media Coverage</b>	Helios: the blockchain social network with EU backing	Ledger Insights	1882	<a href="#">Link</a>
<b>Media Coverage</b>	Atos : participation au projet HELIOS	Zone Bourse	33149	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	Sachsen Business	0	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	Shares Magazine	6468	<a href="#">Link</a>
<b>Media Coverage</b>	ATOS: PARTICIPATION AU PROJET HELIOS	Fortuneo	27137	<a href="#">Link</a>
<b>Media Coverage</b>	Atos développe un anti-Facebook, un réseau social européen respectueux de la vie privée	Le Libre Penseur	15931	<a href="#">Link</a>
<b>Media Coverage</b>	Atos desarrolla una nueva red social innovadora basada en Blockchain como parte del proyecto europeo HELIOS	Digital Affaires	228	<a href="#">Link</a>
<b>Media Coverage</b>	Worldline es socio oficial del proyecto HELIOS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Diario Siglo XXI	6122	<a href="#">Link</a>
<b>Media Coverage</b>	Atos ontwikkelt privacybestendig sociaal platformgebaseerd op blockchain	Emerce	9679	<a href="#">Link</a>
<b>Media Coverage</b>	Atos krijgt rol in nieuw sociaal netwerk	Channel Web	1298	<a href="#">Link</a>
<b>Media Coverage</b>	Développement du réseau social Helios, la réplique européenne à Facebook	ICT Journal	1349	<a href="#">Link</a>
<b>Media Coverage</b>	Atos International: Atos develops new innovative social network as part of HELIOS European project	Bloomberg	2804894	<a href="#">Link</a>



<b>Media Coverage</b>	Atos Joins HELIOS in Preparing Social Media Nemesis Aimed at Facebook and Its ilk	Futurum	1824	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	Picante Today	1498	<a href="#">Link</a>
<b>Media Coverage</b>	Atos : participation au projet HELIOS	Boursorama	143714	<a href="#">Link</a>
<b>Media Coverage</b>	Worldline es socio oficial del proyecto HELIOS, financiado por la UE, que contribuye a diseñar una nueva generación de red social	Andorra Noticias	257	<a href="#">Link</a>
<b>Media Coverage</b>	Atos ontwikkelt privacybestendig sociaal platform gebaseerd op blockchain	Dutch IT Channel	3024	<a href="#">Link</a>
<b>Media Coverage</b>	Atos develops new innovative social network as part of HELIOS European project	Euro Investor	2926	<a href="#">Link</a>
<b>Media Coverage</b>	Europees sociaal platform   HELIOS – A Context-aware Distributed Social Networking Framework	Ellen Timmer	0	<a href="#">Link</a>
<b>Media Coverage</b>	Atos desarrolla una nueva red social innovadora basada en Blockchain como parte del proyecto europeo HELIOS	El Candelero Tecnológico	295	<a href="#">Link</a>
<b>Media Coverage</b>	Atos desarrolla una nueva red social basada en Blockchain	Tecnonews	970	<a href="#">Link</a>
<b>Media Coverage</b>	Atos desarrolla una nueva red social innovadora basada en Blockchain como parte del proyecto europeo Helios	Interempresas	30451	<a href="#">Link</a>
<b>Media Coverage</b>	Web version: Emotionally Intelligent AI	Newstalk	15158	<a href="#">Link</a>
<b>Media Coverage</b>	Live Broadcast: Emotionally Intelligent AI	Newstalk	5600	<a href="#">Link</a>



<b>Media Coverage</b>	Proyectos y Soluciones: HELIOS	ENEM	49	<a href="#">Link</a>
<b>Partners' Channels</b>	2019 JUNGFR AU MARATHON HELIOS RESEARCH PROJECT	Swiss TXT Website	171	<a href="#">Link</a>
<b>Partners' Channels</b>	2019 JUNGFR AU MARATHON HELIOS RESEARCH PROJECT	Swiss TXT Newsletter	2500	Not available
<b>Partners' Channels</b>	HELIOS AT THE 2019 JUNGFR AU MARATHON	Swiss TXT Website	171	<a href="#">Link</a>
<b>Partners' Channels</b>	SWISS TXT TESTS HELIOS AT THE 2019 JUNGFR AU MARATHON	Swiss TXT Website	171	<a href="#">Link</a>
<b>Partners' Channels</b>	COME SEE US SWISS TXT @ IBC2019	Swiss TXT Website	171	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS @IBC2019	Atos Research and Innovation Newsletter	300	Internal only
<b>Partners' Channels</b>	HELIOS	Atos Research and Innovation Newsletter	300	Internal only
<b>Partners' Channels</b>	HELIOS @IBC2019 C107	Atos Research and Innovation Newsletter	300	Internal only
<b>Media Coverage</b>	Article featuring Helios VR components on the website of (national)	SKAI TV station	100000	<a href="#">Link</a>
<b>Partners' Channels</b>	¿UNA RED SOCIAL DESCENTRALIZADA, PRIVADA Y DE CONFIANZA ES POSIBLE?	Massana Website	732	<a href="#">Link</a>
<b>Partners' Channels</b>	Promotion of HELIOS 3rd Newsletter	SWISS TXT Xing Newsletter	361202	<a href="#">Link</a>





<b>Media Coverage</b>	The upcoming AI4EU Web Café Session: COVID-19 and Contact Tracing Apps	News published on AI4EU website - Participation of HELIOS experts on AI Web Café	1000	<a href="#">Link</a>
<b>Media Coverage</b>	AI4EU Cafe presents "COVID-19 AND CONTACT TRACING APPS"	Event published on European AI Alliance Website - Participation of HELIOS experts on AI Web Café	1508350	<a href="#">Link</a>
<b>Partners' Channels</b>	TransMedia Catalonia celebrates Global Accessibility Awareness Day 2020 online	Virtual Event featuring HELIOS project - Pilar Orero	100	<a href="#">Link</a>
<b>Partners' Channels</b>	HELIOS : Global Accessibility Awareness Day at TransMedia Catalonia	Virtual Event featuring HELIOS project - Pilar Orero	100	<a href="#">Link</a>

*Table 4: Media Clippings + Publications on partners' channels until M17*

The publication of HELIOS on different types of media outlets from different countries, as well as the publication of information about the project and its activities on several external and internal channels from our partners' ecosystem, has contributed to raising awareness and visibility about the project. In total, we count 100 publications with an estimated audience reached of 7.773.204. The estimation of the audience has been done by calculating the 8% of the Monthly Unique Visitors of each website with the tool <http://www.siteworthtraffic.com/>.

It is worth mentioning that we are counting all these impacts and audiences reached along with the Unique Visitors metric of the HELIOS website, as it is an effort that enhances the visibility of the project among stakeholders as well as the traffic to the website and social media.

Upcoming announcements and press releases that are foreseen include topics such as the launch of the Beta Release, the creation of the HELIOS Developers' Community, the launch of the validation apps, and other relevant topics that may come up according to the progress of the project.



### 3.9 Newsletter

We have been producing quarterly newsletters to communicate the progress of the different work packages and important information related to the activities carried out. As mentioned in the communication material section, we have created a template using Adobe In Design considering accessibility requirements, where the information of each issue is uploaded and layout.

The newsletter is developed in PDF format and uploaded to the project website, and an emailing with the headlines and a short summary of each section is sent to the subscribers' list using Mailchimp.

In terms of metrics, we have 58 subscribers, 68% of open rate, and 38% click rate. Although we had predicted to launch at least 9 press releases by the end of the project, we have identified that this type of content should be used only for communicating main milestones reached so we modified this to at least 3 press releases by M36.

The following images show the cover of the three issues that have been produced so far for October 2019, January 2020, and April 2020. The upcoming one will be issued in July 2020 and will have a special focus on the Beta Release of the HELIOS platform.

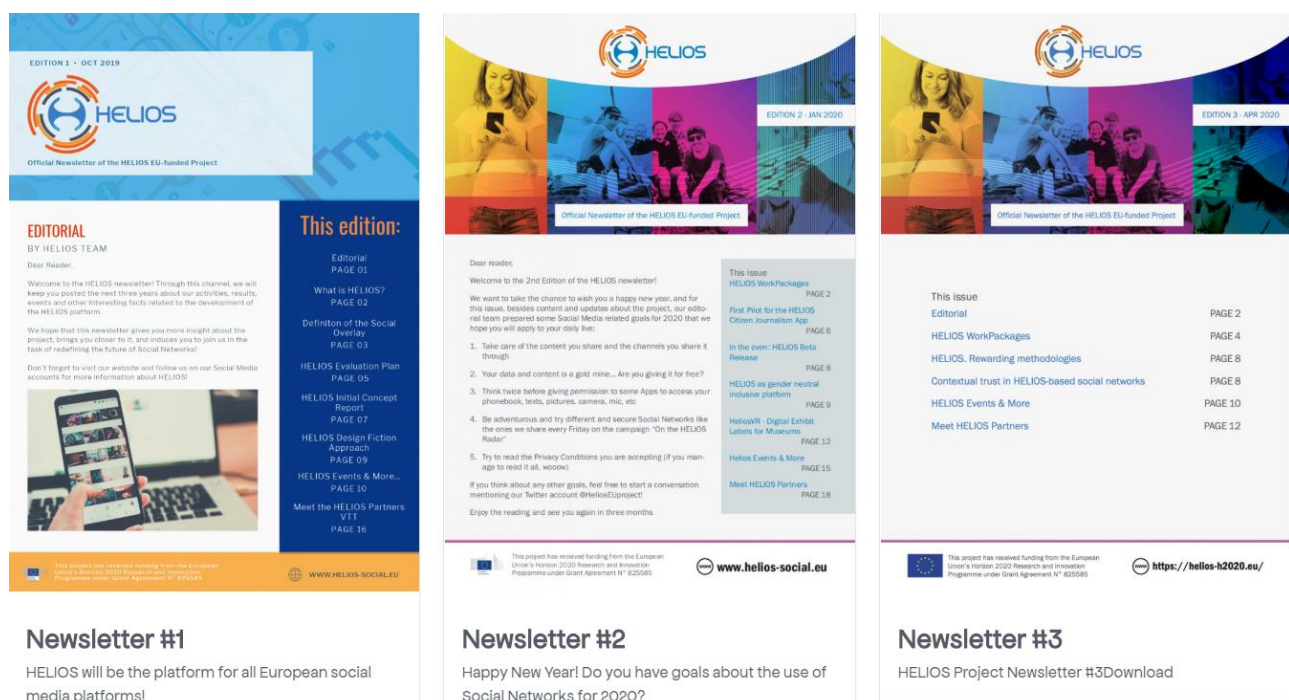


Figure 30: HELIOS Newsletters



### 3.10 Liaison activities with other projects and initiatives

In order to enhance the visibility of the project among different stakeholders and join efforts with other research activities to maximise the impact and audience reached, we have been very active on social media by mentioning, RT, sharing and liking content from related projects. In addition to this, an initiative we are planning with ARTICONF is worth mentioning.



The HELIOS/ARTICONF Expert Vision Chat will take place every month on both projects' websites and Twitter accounts. For one hour, two selected experts will answer the questions made by the followers about a specific topic. Through this activity, we will be able to generate more visibility of both projects and create consolidate a solid strategy for Thought Leadership.

The activity will be done using Vialog app brought by ARTICONF project which means that the answers of the experts will be done on video format of max 1 minute per answer, and will imply the creation of dedicated social media campaigns for gathering questions and/or topics people wants to know about and to disseminate experts' answers.

By the time of the creation of this report, the 1st Expert Vision chat has not been executed yet, as it is programmed for June 30th which is the International Day of Social Media. The selected topic for the 1<sup>st</sup> Expert Vision Chat will be about the future of social media and how are experts envision it. From the HELIOS side, the expert participating will be Kevin Koidl from Trinity College Dublin.

More information available on HELIOS Website: <https://helios-h2020.eu/experts-vision-chat-the-future-of-social-media-by-helios-articonf/>

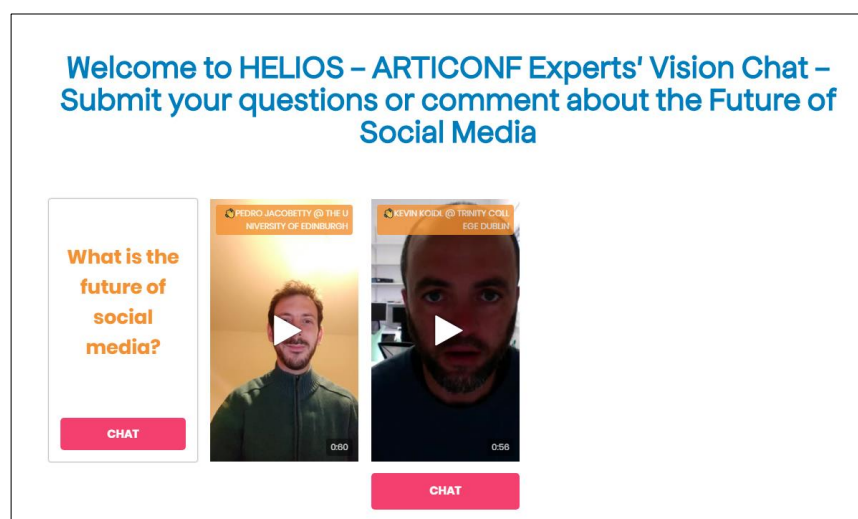


Figure 31: Expert Vision Chat - HELIOS website



## 4. KPIs and Monitoring

The monitoring of HELIOS activities regarding communication and dissemination has been done in a collaborative way with all partners but led specially by ATOS. We have implemented a process for all partners to report specific activities and then the team in charge keeps the track of how this activities are contributing to the achievement of the KPI's defined at the proposal stage. The following table presents the target KPI's by category, and the current status of it:

Category	Indicator	Target by M36	Achieved until M17	To achieve until M36
<b>Website</b>	# of Unique Visitors on HELIOS Website	> 180,000	5,033	174.967
	# of Unique Visitors on external websites <sup>1</sup>	n/a	7,773,204	n/a
	# of Unique Visitors with more than 2 mins visit time on site	> 90,000	2,375	87,625
<b>Social Media</b>	# of posts	1,000	536	464
	# of shares	1,000	3,472	ACHIEVED
	# of followers	10,000	4,342	5,658
<b>Communication and dissemination material</b>	# of Newsletters	6	3	3
	# Recipients of newsletter	100	58	42
	Brochures distributed	2,000	1,000	1,000
	Press Releases	3	1	2
	Audience reached by Press Releases	1,000.000	7,773,204	ACHIEVED
<b>Dissemination activities</b>	Scientific Papers	>20	10	10
	Posters	>20	3	17
<b>Events</b>	Participation in Events	10	26	ACHIEVED
	Audience size	3,000	7,580	ACHIEVED
	Organization of events	1	0	1

*Table 5: KPI's achieved until M17*

<sup>1</sup> PR strategy and publication of press releases



In regard to the metrics of unique visitors of the project website, as it has been already stated in this deliverable, we also consider the unique visitors of external websites such as media outlets and partners' channels into the overall of the >180.000 that must be achieved by the end of the project. This is done in order to show the effort that the consortium has made in order to reach the communication objectives related to awareness and visibility, as there is information about the project on multiple sites from several countries that amplifies the audience reached. We have foreseen that with the launch of the website dedicated to the HELIOS platform as well as the code on repositories as GitHub there will be a significant increase in unique visitors accessing HELIOS owned websites.

The overall achievement of KPIs is satisfactory, and the consortium will work towards achieving them for the next reporting period.

## 5. Objectives for next reporting period

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During the second reporting period of communication and dissemination activities every planned action has been performed in line with the strategy defined at the beginning of the project in deliverable D8.1.

For the last reporting period, efforts will be devoted to increase the visibility of the HELIOS platform, validation apps, and the HELIOS Developers' Community as a mean to support the exploitation actions that will ensure the future sustainability and commercialization of the project results.

The action lines planned by next period for HELIOS are the following:

- Further production of scientific publications and posters (in open access) and participation in relevant and sectorial events
- Update the dissemination material: brochure focused on the platform and validation apps
- Create new dissemination material focused on validation apps
- Create a Project dissemination pack (in digital format) will be produced at the end (M36) presenting the project results and outcomes.
- Publishing new Newsletters according to the plan for dissemination and communication
- Keep the website and social networks of the project updated
- Preparation of webinars and workshops
- Organization of a project Hackathon and final event
- Keep collaboration activities with ARTICONF related projects.



## 6. Conclusion

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According to HELIOS' Description of Action, the principal objective of this deliverable is to present all the activities used to disseminate and communicate the project results during the reporting period. In this way, this deliverable D8.3 provides a complete overview of the activities executed in the scope of the project from M1 to M17, in accordance with the provisions of the Dissemination and Communication strategy presented in deliverable D8.1 at M6 of the project.

The success of the strategy has been related to the ability to spread the word and communicate relevant messages to potential users of the platform or end-users of the apps developed on top of HELIOS and its project results. The main targeted audiences were identified in deliverable D8.1 and having in mind this audience, the most appropriate channels, tactics, and activities were implemented to keep them engaged and updated about project progress and the most relevant results.

During the first stage of the project, we focused on raising awareness about the general project objectives. However, during the reporting period, the approach has shifted to show the project achievements so far and the expected benefits of the project results.

With this objective, the project website has been revamped as well as populated with new content. Additionally, a wide variety of news and events have been posted on social media. The project outcomes have been spread through the newsletter and the publication of eight scientific publications and posters. A total of 10 papers have been submitted and 3 posters have been developed and presented on various events. In addition, one press release was developed and issued at the beginning of the project, reaching multiple publications on different media with an estimated audience reached 7 million. On the other hand, HELIOS has been presented in 16 events/conferences with an estimated audience of 7,500.

Finally, HELIOS will continue the liaison and collaborative activities with related projects such as ARTICONF to maximise the impact and reach of stakeholders

In conclusion, and taking into account the success criteria and KPIs defined in the Description of Action, D8.1 and presented in chapter 4 of this deliverable, it can be said that the strategy has been successful during the reporting period, although some KPIs have been adjusted to meet the project communication needs, considering feasible metrics established in other research projects, such as average time on the website, development of press releases, and unique visitors.

The upcoming phase of the strategy will focus on the achievement of main milestones of the project such as the Beta release of the platform and other releases, the release of different versions of the validation apps and the HELIOS Developers Community, which will be communicated and disseminated using the different channels and tactics presented on this deliverable.

Future activities will be followed and presented in D8.5 – Dissemination and Communication Final Report (M36).