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Abstract: The present deliverable contains the Communication, Dissemination and Awareness Raising Strategies of the Project, aiming to define the purpose of communicating (why) results, news, and other relevant information, alongside with the communication guidelines (how) for all activities performed under the scope of SocialTruth.

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Table of Contents

Revision History.....	2
List of Authors	3
Table of Contents	4
Index of figures.....	5
Index of tables.....	5
Glossary	6
Executive Summary	7
1. Introduction.....	8
1.1 Purpose and Scope	8
2. Dissemination Strategy	9
2.1 Objectives	9
2.2 General guidelines.....	9
2.3 The main step.....	10
2.4 Why: the aim of communication and dissemination	10
2.5 What: Communication and dissemination content	11
2.6 Who: Relevant stakeholders	11
2.7 Dissemination Approach	12
2.8 Targeted Activities.....	12
3. Tools of Dissemination	15
3.1 Project identity (visuals and branding).....	15
3.2 Online presence.....	16
3.2.1 Project website.....	17
3.2.2 SocialTruth Social Media package	17
3.2.3 Publishing on external platforms	19
3.2.4 Infographics	19
3.3 Events – Physical Participation.....	19
3.3.1 Events organization	21
3.4 Publications	21
3.4.1 Scientific papers and publications.....	21
3.4.2 Press Releases	22
3.5 Paper Dissemination.....	23
3.5.1 Dissemination Prints.....	23

- 3.6 Standardization activities 24
- 4. Dissemination Activities Plan 25
 - 4.1 When: Communication plan..... 25
 - 4.2 How: Communication Management 27
 - 4.2.1 Initialization 27
 - 4.2.2 Execution 27
 - 4.2.3 Monitoring & Reviewing..... 28
 - 4.2.4 Reporting..... 28
 - 4.2.5 Communication basic rules 28
- 5. Conclusions..... 30
- 6. References..... 30

Index of figures

- Figure 1: Logo (color and black&white variations)..... 16

Index of tables

- Table 1. Targeted stakeholders11
- Table 2: SocialTruth dissemination means related to respective objectives and targeted groups13
- Table 3. Online communication plan165
- Table 4. Preliminary SocialTruth press communication plan18
- Table 5. SocialTruth dissemination in scientific conferences.....19
- Table 6. Professional events for SocialTruth dissemination19
- Table 7: Schedule for dissemination253

Glossary

Acronym	Title
CO	Confidential, only for members of the consortium (including Commission Services)
CR	Change Request
D	Demonstrator
DL	Deliverable Leader
DM	Dissemination Manager
DMS	Document Management System
DoA	Description of Action
Dx	Deliverable (where x defines the deliverable identification number e.g. D1.1.1)
EIM	Exploitation Innovation Manager
EU	European Union
FM	Financial Manager
MSx	project Milestone (where x defines a project milestone e.g. MS3)
Mx	Month (where x defines a project month e.g. M10)
O	Other
P	Prototype
PC	Project Coordinator
PM	partner Project Manager
PO	Project Officer
PP	Restricted to other program participants (including the Commission Services)
PU	Public
QA	Quality Assurance
QAP	Quality Assurance Plan
QFD	Quality Function Deployment
QM	Quality Manager
R	Report
RE	Restricted to a group specified by the consortium (including Commission Services)
STM	Scientific and Technical Manager
TL	Task Leader
WP	Work Package
WPL	Work Package Leader

Executive Summary

The present deliverable entitled “Communication and Dissemination Plan v1.0” defines the main guidelines and means of the SocialTruth Communication and Dissemination strategy to be implemented during the project.

The purpose of this deliverable is thereby to outline an inclusive activity aimed to maximize the communication and dissemination of the project, and in particular to:

- Define the general strategy of the communication and dissemination activities aiming at defining the purpose of communicating (why) results, news, and other relevant information, alongside with the communication guidelines (how) for all activities performed under the scope of the project.
- Define a set of target audiences (who) with corresponding events and / or publications (where) to achieve successful dissemination of the project’s results. Each type of audience will be reached via a preferential channel, whether this is through online presence or by physical interaction. Contained in this document are the major events, publications, conferences and social media platforms through which the SocialTruth consortium seeks to promote the project and its results.
- Presents the logo identity. Writing, references and disclaimer rules are also presented to ensure all communication messages are coherent and appropriate acknowledge the EU funding instruments.
- Designate the guidelines, procedures and criteria that will be applied in order to plan, monitor, record and evaluate all dissemination activities. Also to present the mechanisms for ensuring high quality in all publications and dissemination material.

Via those means the consortium foresees to promote the concept and results of SocialTruth project towards selected stakeholders and multipliers, such as the research and scientific community, the industry, the EC and relevant research projects and a wider public and end-users.

The Dissemination Plan constitutes an internal instrument that aims to provide a consistent framework for all activities needed to disseminate and sustain the concepts, achievements, as well as technical and knowledge results developed within the project. It will be constantly evaluated and revised in the course of the project duration. These updates will be included in the Mid- and Final project reports on dissemination and exploitation (deliverables D6.2 on month 13 and D6.3 on month 25).

1. Introduction

1.1 Purpose and Scope

The present deliverable is prepared in the context of Work Package 6 “Exploitation and Communication activities” and is in particular associated with Task 6.1 “Dissemination & Communication activities”. WP6 is a horizontal component within the project work plan. It aims at supervising the integrity and consistency of all dissemination efforts for creating awareness on all the SocialTruth stakeholders, as well as investors, policy makers, scientific/research communities and general public.

In this context, effort in the Work Package 6 focuses on identifying the relevant stakeholders to present the peculiarity and opportunity of the SocialTruth project and organizing dissemination activities to create an awareness on the SocialTruth solution across the different communities of the stakeholders.

The SocialTruth approach will aim at engaging the end-user community in a 4-fold way:

- (i) *awareness*: ensuring that the project, its scope and its activities are well-known to potential future users and clients, industrial and scientific communities, and the public,
- (ii) *understanding*; diffusing the knowledge produced by the project to other actors and players,
- (iii) *engagement*; encouraging the active participation of external parties in project activities, providing fruitful feedback on project direction and findings, and
- (iv) *acting*; transferring the technology produced by the project to other actors and players of the market, and allowing interested parties to validate the project results, as well as producing SocialTruth-inspired solutions.

The SocialTruth project team will devise and implement personalized strategies and communication plans to ensure they meet the particular motivations and behaviours of each target audience. A streamlined approach will be used that produces and documents a very clear communication strategy, a detailed communication action plan and a set of associated outcomes. It is the first critical step in a process that ensures that the project consortium has a clear agreement on the overall mission for communication, key audiences / stakeholders, key communication programs / activities, key messages for each audience / stakeholder, key measures of effectiveness, and roles and responsibilities for communication.

Once this is in place, the consortium will have broad agreement and a broad understanding on all the important dissemination headings.

In this way, it will be assured that all communication is relevant to the core objectives of the agreed upon dissemination strategy and that key messages are consistently delivered. This is achieved by answering some very simple questions, such as:

- Why communicate information about SocialTruth?
- What does audience need them to know?
- Who are the key audiences?
- Where is the best “place” to reach the targeted audiences?
- When should the message be delivered to increase efficiency?
- How to deliver the most effective message?

The implementation of this methodology will ensure that the project maximizes the impact achieved across targeted audiences.

2. Dissemination Strategy

2.1 Objectives

To maximize the impact of all dissemination activities, a clear strategy must be defined, and its specific objectives should be identified.

Communication activities will provide an organized and systematic flow of project information to the general public, as well as to the various actors involved in the social media ecosystem, raising awareness, transferring knowledge, guaranteeing engagement and commitment, and, finally, paving the way for exploitation and results adoption.

To ensure that the SocialTruth results are disseminated according to the expectations of all members of the consortium, strategic objectives for all dissemination and communication activities have been identified and are presented below. These objectives are:

- To ensure that target audiences are convinced that more results have been achieved than otherwise possible, as a result of European collaboration on the SocialTruth project;
- To demonstrate how the outcomes of the SocialTruth project are relevant to the everyday lives of a growing cohort of European citizens. In addition, the relevance will be demonstrated through the creation of new jobs within the EU as a result of the exploitation of project results and outputs;
- To assure, where possible, that the results of the SocialTruth project influence policy makers and also decision makers in industry and the scientific community to ensure the long-term impact of the project;
- To ensure that all communication produced is engaging and interesting to the target audience.

In short, the main and general objectives are:

- build and strengthen SocialTruth identity and consolidate its image in a well-known, visible and recognisable successful brand;
- influencing different targets: public opinion on one side, as well as decision and policy makers on the other side, involving audiences as institutions, authorities, providers and planners.

2.2 General guidelines

Even if the goal is to communicate a large set of information about the SocialTruth project, a set of basic rules need to be followed by each communication action. The guidelines are presented below:

- To ensure that all legal, ethical and privacy criteria are being considered and met;
- To comply with the project's procedures, scope, objectives according to contractual documents;
- To respect the Grant Agreement (GA), Description of Action (DoA) and Consortium Agreement (CA);

- To guarantee the proper use of the funding for maximum efficiency, to demonstrate value for money for all dissemination activities conducted;
- To use the official project material in presentations;
- To avoid publication of restricted and/or commercial data and to ensure that all the necessary procedures prior any publication have been followed;
- To make sure confidentiality is preserved (the Security Advisory Board will be consulted if required);
- To create a responsive and adequate activity addressing the appropriate target audience;
- To avoid the repeated publication of the same work;
- To avoid publication of one's work without proper referencing;
- To guarantee proper referencing and archiving of all dissemination material.

These rules serve as guidelines for all communication activities and should be verified before any outreach by the beneficiary responsible for the given outreach activity.

2.3 The main step

The communication and dissemination activities as well as the preparation of the entire communication plan, will follow those steps:

- Gather the SocialTruth communications needs
- Identify the targets to be reached and their peculiar aspects
- Coordinate the vision and the corporate image of the project in its complexity
- Elaborate tailor-made key messages for targeted audiences pointing out positive values and the SocialTruth major points
- Analyse the best strategies to enhance the campaign effectiveness
- Define the sub-objectives
- Identify the medias and channels to spread out the campaign and reach each segment and sub-segments
- Identify the more effective tools, to reach the SocialTruth communication aims

2.4 Why: the aim of communication and dissemination

The first question to clarify in this document is *Why SocialTruth wants to communicate*. This question and the answers are very important since they will drive all the following activities with a clear purpose in mind.

The multiple communication objectives are based on the strategic objectives and are summarized below:

- Convince the target audiences that the SocialTruth project is a powerful key-enabler for achieving scientific excellence, contributing to competitiveness and solving important societal challenges;
- Demonstrate how the outcomes of the SocialTruth project are relevant to the everyday lives of a growing cohort of European citizens by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;

- Where possible, make sure that the results of the SocialTruth project influence policy makers and also decision makers in industry and the scientific community to ensure the long-term impact of the project.

2.5 What: Communication and dissemination content

The answer to the second question about *What does the SocialTruth partners want to communicate* is the existence of the SocialTruth project, its objectives, its progress and the derived results.

Being strictly inherent to the partner that desires to communicate, the specific timeline of the project and the audience, the content of any communication is something that cannot be defined at this stage. Nonetheless, it is important to state that each beneficiary will seek to communicate as further as possible the results achieved within the project.

2.6 Who: Relevant stakeholders

The SocialTruth communication and dissemination strategy aims to reach a large and heterogeneous audience. Therefore, several communities will be targeted, and the message will be adapted regarding the audience. The main identified categories are:

- Stakeholders & Practitioners;
- Scientific community;
- European Commission;
- Public;
- SocialTruth ecosystem for Open Innovation (e.g. 3rd party developers).

During the life of the project and regarding the feedback of our communication, the categories could be refined to better adapt communication if needed.

Table 1 identifies the communication means expected to have better impact with respect to the targeted stakeholders.

Table 1. Targeted stakeholders

Who	How
Practitioners & stakeholders	Workshops, booths, printed communication, SocialTruth community building
Scientific community	Scientific articles, journals and posters, scientific conferences
European commission	Printed communication
Public	Web site and online presence, printed media, multimedia content
SocialTruth ecosystem	Workshops and printed communication

2.7 Dissemination Approach

The SocialTruth dissemination and communication plan will ensure its effectiveness by appropriately tailoring the communicated messages and the associated communication channels according to the specific target group, defining objectives and quantifiable indicators, and continuously monitoring the results, introducing amendments and adjustments if required.

The SocialTruth dissemination and communication plan involves a wide range of traditional and innovative communication channels, ensuring that the messages will be communicated to each target group according to its special values, beliefs, interests and needs.

The dissemination approach is measurable and traceable because KPIS (Key Performance Indicators) are used to track the dissemination progress.

The overall process followed towards development of a detailed dissemination & communication strategy has been to:

- **Identify the audiences**
- **Consider** the needs of the audiences.
- **Develop** specially calibrated per case message that clearly addresses the needs of each target audience.
- **Assess and improve** the dissemination activities.

SocialTruth focused on the following types of dissemination:

- **Web-based** by creating the project web site;
- **Events participation** by monitoring and participating to the most important events related to the purposes of SocialTruth;
- **Scientific Dissemination** by spreading directly and presenting the aim of the project
- **Standardization activities** by analyzing and verifying the standardizations rules

2.8 Targeted Activities

The dissemination of the concepts and the results of SocialTruth will take several forms and use a variety of means and activities, as in the following:

- Events Participation:
 - Project specific workshop(s) organisation
 - Conferences and Workshops participation
 - Fair trades/Exhibitions participation
- Web Dissemination:
 - Creating the web site and the social media channels
- Paper dissemination:
 - creating brochures, posters and leaflets
- Media Dissemination
 - writing, editing and spreading press releases
- Scientific Dissemination
 - Scientific papers and publications
 - Posters, other
- Collaboration activities

- Clustering with related research projects
- o Standardisation activities

A matrix of the dissemination mechanisms/activities used in SocialTruth, related with the respective objectives and targeted groups is presented in the following table.

Table 2: SocialTruth dissemination means related with the respective objectives and targeted groups

Dissemination mechanisms/activities	Objective	Targeted Stakeholders	Timeline
Events' Based Dissemination:			
Project specific workshop(s) organization	Consultation, brainstorming, discussion and validation of SocialTruth draft results	- EC and relevant research projects - Researchers and academic communities - Industry	As appropriate, based on project phases and results
Conferences and Workshops participation	- Awareness creation - Engagement of a wider academic & industrial community - Methodology Presentation/Validation - Networking and Collaboration with the relevant stakeholders/other Projects	- All stakeholders	Constantly
Fair trades/Exhibitions participation/ Demonstration activities	- Awareness creation - Engagement of a wider industrial community - SocialTruth solution Demonstration	- Industry	As appropriate, based on project phases and results
Project specific workshop(s) organization	Consultation, brainstorming, discussion and validation of SocialTruth draft results	- EC and relevant research projects - Researchers and academic communities - Industry	As appropriate, based on project phases and results
Web - Based Dissemination:			
Project website	- Information and knowledge diffusion - Results presentation	- All stakeholders (especially the general public)	Constantly

Dissemination mechanisms/activities	Objective	Targeted Stakeholders	Timeline
Social Media package	<ul style="list-style-type: none"> - Awareness creation - Knowledge diffusion - Results presentation 	<ul style="list-style-type: none"> - All stakeholders (especially the general public) 	Constantly
e-Bulletin	<ul style="list-style-type: none"> - Information and knowledge diffusion - Results presentation 	<ul style="list-style-type: none"> - All stakeholders 	Periodically based on project developments
Publishing on external platforms	<ul style="list-style-type: none"> - Awareness creation - Knowledge diffusion - Results presentation - Collaboration 	<ul style="list-style-type: none"> - All stakeholders (depending on the platform) 	Constantly, as appropriate
Infographics	<ul style="list-style-type: none"> - Information and knowledge diffusion - Results presentation 	<ul style="list-style-type: none"> - All stakeholders (especially the general public) 	As appropriate, based on project outcomes
Videos	<ul style="list-style-type: none"> - Awareness creation - Information and knowledge diffusion - Results presentation 	<ul style="list-style-type: none"> - All stakeholders (especially the general public) 	As appropriate
Paper - Based Dissemination:			
Printed dissemination material (brochures, posters)	<ul style="list-style-type: none"> - Awareness creation - Knowledge diffusion - Results presentation 	<ul style="list-style-type: none"> - Public (especially Industry/enterprises, Researchers and Academic communities) 	As appropriate, based on project developments and results
Publications:			
Scientific papers* and publications <i>* according to instructions provided for publication in open sources journal</i>	<ul style="list-style-type: none"> - Knowledge diffusion to the relevant scientific community - Results presentation 	<ul style="list-style-type: none"> - Researchers and Academic communities - Other research projects 	As appropriate, based on project phases and results
Press releases	<ul style="list-style-type: none"> - Awareness creation - Media and other relevant “multipliers” engagement 	<ul style="list-style-type: none"> - All stakeholders (especially the general public) 	Periodically based on projects

Dissemination mechanisms/activities	Objective	Targeted Stakeholders	Timeline
			developments and results
Collaboration Activities:			
Collaboration with other initiatives/projects	<ul style="list-style-type: none"> - Information and knowledge exchange - Alignment of activities among the relevant projects - Collaboration in dissemination activities 	- EC and relevant research projects	As appropriate
Standardization Activities:			
Standardization activities	Contributing to on-going standardization activities and bodies	- Standardization bodies	As appropriate

3. Tools of Dissemination

3.1 Project identity (visuals and branding)

All dissemination materials refer to the project name, the project's website and the Horizon 2020 with associated graphic elements in line with the European Commission's guidelines¹.

SocialTruth Logo

The core of this visual identity is the logo.

The SocialTruth logo wants to represent two subjects: a news broadcaster – that could spread a fake news - and a receiver. The two actors are inside a box (that reminds us a pc screen) that symbolizes SocialTruth project, that as the job to analyzes and validates the news and diffuses it in digital format.

The logo has been generated using multiple iterations. Below we present the final logo of the project with its B/W variation

Other variation and adaptations of the logo will be made shortly as to make the logo flexible for all uses.

¹ http://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf

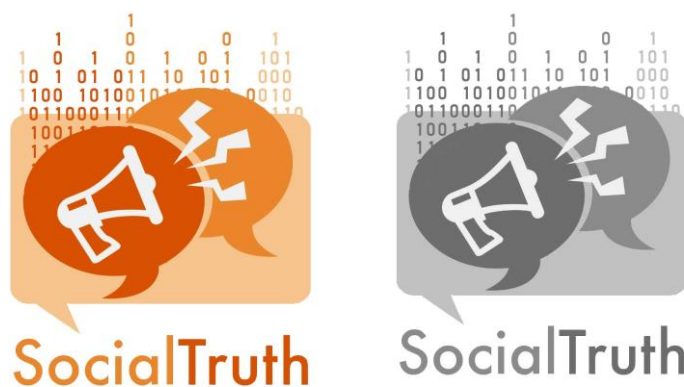


Figure 1: Logo (color and black&white variations)

3.2 Online presence

A dynamic and interactive website, together with social media accounts – particularly Twitter and LinkedIn– will be created, maintained and regularly updated to boost information flow to all entities with an interest in the project. These online means will also be used to disseminate relevant information to targeted parties.

Publicly available information that will be used for this purpose includes:

- information on the project, its objectives, its challenges and the main results and achievements
- information about the consortium members and all organisations involved
- project news (e.g. announcement of project events)
- public deliverables of the project
- publications, conference proceedings and journal articles
- links to websites of interest to the project (complementary research, other national and European initiatives relevant to the project)

Additionally, a repository has been created for sharing internal information between the consortium partners and for archiving the project documents.

Table 3. Online communication plan

Object	Targeted community	Key Performance Indicator	KPI Target Value	Reach level
Project website	General public, local/regional/national authorities, EC, News Agencies, industrial companies, SMEs, scientific/research community	Number of visitors, number of returning visits, stay-on-page time, other CEO metrics	2000 unique visitors	International
LinkedIn²	General public, local/regional/national authorities, EC, News Agencies,	Number of subscribers	100 members	International

² Linked has been chosen over Facebook due to its larger suitability for creating business and practitioners' networks.

Object	Targeted community	Key Performance Indicator	KPI Target Value	Reach level
	industrial companies, SMEs, scientific/research community			
Twitter	General public, local/regional/national authorities, EC, News Agencies, industrial companies, SMEs, scientific/research community	Number of followers	300 followers	International
Multimedia content	General public, local/regional/national authorities, EC, News Agencies, industrial companies, SMEs, scientific/research community	Number of videos produced	3 videos by the end of the project	International
Newsletters (email)	Local/regional/national authorities, EC, News Agencies, industrial companies, SMEs, scientific/research community	Number of newsletters, number of subscribers	2 newsletters per year, 100 subscribers by the end of the 1 st year	International
Leaflets, Brochure, Factsheet	Local/regional/national authorities, EC, News Agencies, industrial companies, SMEs, scientific/research community	Number of stakeholders reached	1000	International

3.2.1 Project website

The site will be set up and maintained during the project implementation and at last two years after **SocialTruth** completion.

The website will provide:

1. General information about the project;
2. All the updates on the project
3. Information about the partners and their role in the project
4. All the documents and deliverable produced during the project

Information regarding the technical details and content organization can be found in the deliverable D6.2 "Project website".

The SocialTruth website will be developed on month 3.

The website will be regularly updated following the project's developments and in order to ease users' navigation.

3.2.2 SocialTruth Social Media package

The main social networks will be used to spread all over the web the information about the project and to animate a discussion about fake news and on its detection.

Facebook page, LinkedIn group and Twitter channel will be created.

All those social media channel will be continuously fed with news on the project, updates, as to interact with followers and stakeholder with the aim of engaging a wide discussion about the targeted themes

Twitter

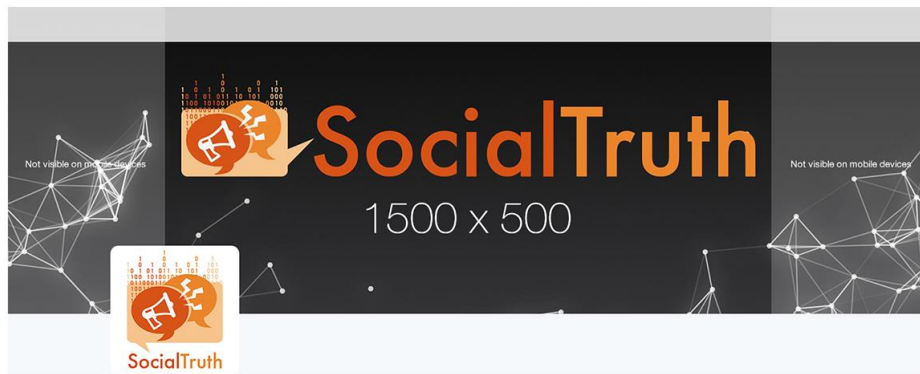


Figure 2: draft design for SocialTruth Twitter account

facebook

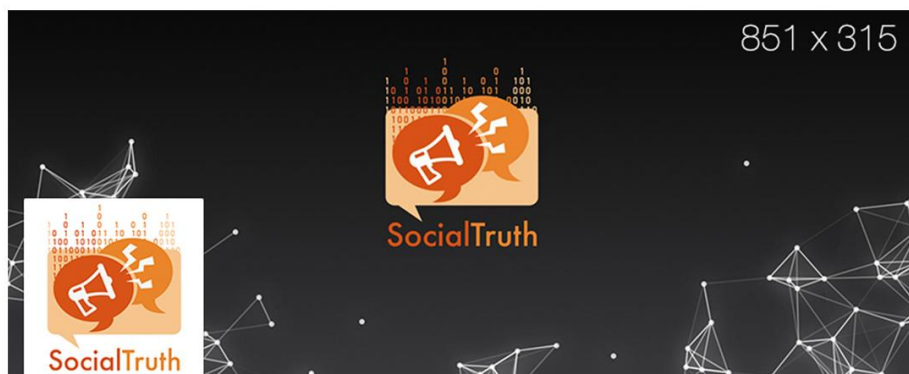


Figure 3: draft design for SocialTruth Facebook account

LinkedIn

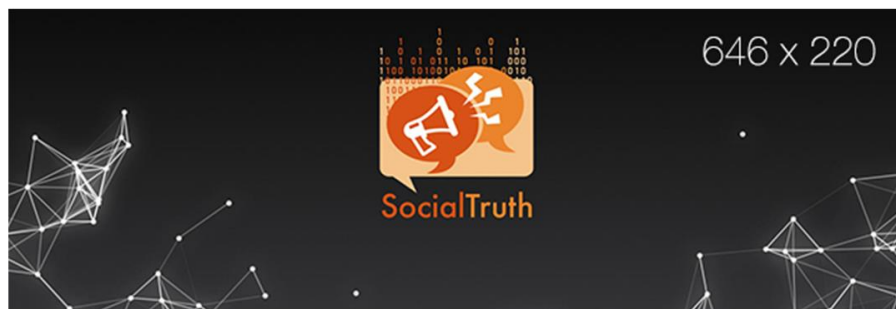


Figure 4: draft design for SocialTruth LinkedIn account

3.2.3 Publishing on external platforms

Significant project developments and articles introducing SocialTruth will be also published in external portals, including EC and Cordis platforms³.

Examples of external platforms are

- ❖ Horizon Magazine <http://horizon-magazine.eu/>
- ❖ <https://ec.europa.eu/programmes/horizon2020/en/newsroom/551/>
- ❖ research*eu results magazine: www.cordis.europa.eu/researcheu/magazine_en.html
- ❖ research*eu focus www.cordis.europa.eu/research-eu/researchfocus_en.html
- ❖ Newsletters: www.ec.europa.eu/research/index.cfm?pg=publications&lg=en
- ❖ Headlines on the Commission’s Research & Innovation website www.ec.europa.eu/research/infocentre/all_headlines_en.cfm
- ❖ CORDIS Wire <http://cordis.europa.eu/wire/>

3.2.4 Infographics

The project will create infographics depicting the project’s aims and results (according to progress achieved). The infographics aim at conveying stories and messages easily to the wide public.

3.3 Events – Physical Participation

The SocialTruth messages will be physically distributed in a large set of events. The kind of messages will be adapted with regards to the targeted audiences and their interest on the SocialTruth project. For example, in public events a poster could be proposed, while in a scientific or technical event a flyer or newsletter is more appropriate. On the other hand, in scientific conferences the research results derived from the project should be disserted.

SocialTruth partners will be proactive in providing information about the potential benefits of the solution during its development phase. Relevant articles and publications will be prepared for all key stakeholder communities. Articles and publications will be produced for journals and targeted specialist media by all partners. A wide variety of communication channels will be used to maximize coverage; press releases (Table 4) will be issued following the latest requirements of the EC.

Table 4. Preliminary SocialTruth press communication plan

	Targeted community	Key Performance Indicator	KPI Target Value	Reach level
Press releases	Industrial companies, SMEs, general public	Number of press releases issued	One press release per year	National

³ E.g. the European Alliance for Innovation – EAI blog (<http://blog.eai.eu/>). This blog hosts articles and insights from the EAI community of ICT innovators. Posting on EAI blog allows us to make SocialTruth known and to promote its results the global community of leaders from industry, research, and policy making organizations active in the field of technology business innovation.

Dissemination towards peers/scientific audience: The partners will put great emphasis on peer-reviewed scientific publications, with the aim of publishing results in the best scientific journals and communicating their work at high-ranked international conferences.

Table 5. SocialTruth dissemination in scientific conferences

Event	Full title	Location	Start Date	Areas related to SocialTruth
AIT-19	FEAST International Conference on Computer Science, Artificial Intelligence & Technology (AIT-19)	London, United Kingdom	16th to 17th March 2019	Computer Science, Artificial Intelligence & Technology
IAET	IAET Int. Conference on Emerging Trends in Technology, Engineering, Data Mining, Computer Software and Applications	Amsterdam, Netherlands	30th to 31st March 2019	Data mining methods
ICFIT 2019	8th International Conference on Frontiers of Information Technology (ICFIT 2019)	20th to 22nd April 2019	Nice, France	Artificial Intelligence
4 th NMCDT	4th International New Media Conference: Digital Transformation and Innovation	Istanbul, Turkey	25th to 26th April 2019	New Media Conference: Digital Transformation and Innovation
ICBDR 2019	2019 3rd International Conference on Big Data Research (ICBDR 2019)- -EI Compendex, Scopus	Paris, France	20th to 22nd November 2019	http://icbdr.org/
LCSC	Language and Cognitive Science	Rome, Italy	11th to 12th December 2019	Language and cognitive science.

Table 6 lists some of the desired professional events (workshops, trade fairs, exhibitions) to be attended in the scope of SocialTruth partners. It is expected that, throughout the project, this list will be updated and further documented in the later versions (i.e. D6.2 and vD6.3) of this deliverable.

Table 6. Professional events for SocialTruth dissemination

Event	Full title	Location	Date
ATOMICON 2019	ATOMICON Digital Marketing Conference	Newcastle upon Tyne, UK	Mar 8, 2019
iMARKETING	iMARKETING FESTIVAL 2019	Prague, Czech Republic	20th-22nd March, 2019
UnGagged London	UnGagged London 2019	London, United Kingdom	April 1-3, 2019
RIMC	RIMC 2019	Reykjavik, Iceland	Apr 5, 2019
	Social Day	London, United Kingdom	May 1-3, 2019
CMA	CMA Live	Edinburgh, Scotland	Jun 5-6, 2019

3.3.1 Events organization

Public workshops organization

SocialTruth plans to organize public workshops

The workshops are planned to be organized during the periods M9 – M24 (first workshop) and M24 – M36 (second workshop).

3.4 Publications

Project results will be collected and processed continuously as achievements are made, in order to present them properly to the scientific community as well as to the general public. An important way to pass on what is being achieved in and with SocialTruth is via means of publications.

3.4.1 Scientific papers and publications

Publications in specialized journals and conferences are conventional but effective way to disseminate project outcomes to research and scientific audiences. Our initial targets include at News Agencies, Journal Publications (International Referred Journals) and Publications and Presentations in International Conferences (Reviewed Papers).

Scientific dissemination will be performed mainly by the research partners. To support this activity, publications will be also featured on the SocialTruth website. Project partners already

have an excellent track record of Scientific Dissemination in high-tier peer-reviewed journals, therefore, preference for publication will be given to the most prominent and relevant international journals and magazines.

Scientific publication acknowledgement will be included in each submitted paper: “This work has been supported by the project SocialTruth, funded from the European Union's Horizon 2020 research and innovation program under grant agreement no. 825477”

SocialTruth acknowledges the importance of Open Access (OA) policies towards accelerating and broadening the dissemination of the publicly-funded results of the project, as well as towards boosting the visibility of European research. SocialTruth researchers and partners will be given the freedom to choose any of the following two open-access publishing modalities: 1) Gold OA in open-access journals (either full or hybrid). As part of this option, the partners will be responsible for handling the publication fees; 2) Green OA through self-archiving journal articles or through OA repositories. Researchers will be offered with the option to publish in journals registered in the Registry of Open Access Repositories.

According to the consortium's consensus, Green OA is the preferred mode, while Gold OA is not precluded.

3.4.2 Press Releases

SocialTruth will produce several press releases.

When needed the press office will be promptly activated to find the best occasions to spread information and news about the project.

The press office will be especially focused on on-line media, newspapers, periodic magazines, tv and radio in strict relationship with the audience targeted, with the key messages to transmit and with the different phases of the project that will be concerned.

The messages will be conceived to be in a very clear language with simple concepts positively expressed, easy to understand. The press release produced will be adapted according to the targets identified on each communication action and so made clear for all. The messages transmitted must be clear, concise and easy to understand as well as being engaging and motivational.

Different press releases will be prepared every time the project will have valuable news to communicate or specific steps to communicate.

Press releases will be circulated by all partners to their business networks and media contacts, through the databases that they maintain, diffused to the project mailing lists, published on the partners' websites and newsletters, but also on the external platforms and websites.

The press releases will be also sent to the main leading mainstream and specialist EU media: on-line, paper-based, TV, radio.

Other technical press releases, describing in deep the project, will also be distributed to specialized media.

3.5 Paper Dissemination

3.5.1 Dissemination Prints

Project Brochure

A first project brochure will be prepared briefly.

It will explain and illustrate all the main peculiarity of SocialTruth project and its aims.

Project Poster

A poster has been prepared in English language to be used during conferences, workshops, trade fairs/exhibitions and other relevant events.

The project logo, the EU flag along with the declaration that “This project has received funding from the European Union’s Horizon 2020 research and innovation program under grant agreement No 825477”, the SocialTruth social media links and the project partners are clearly displayed on the poster.

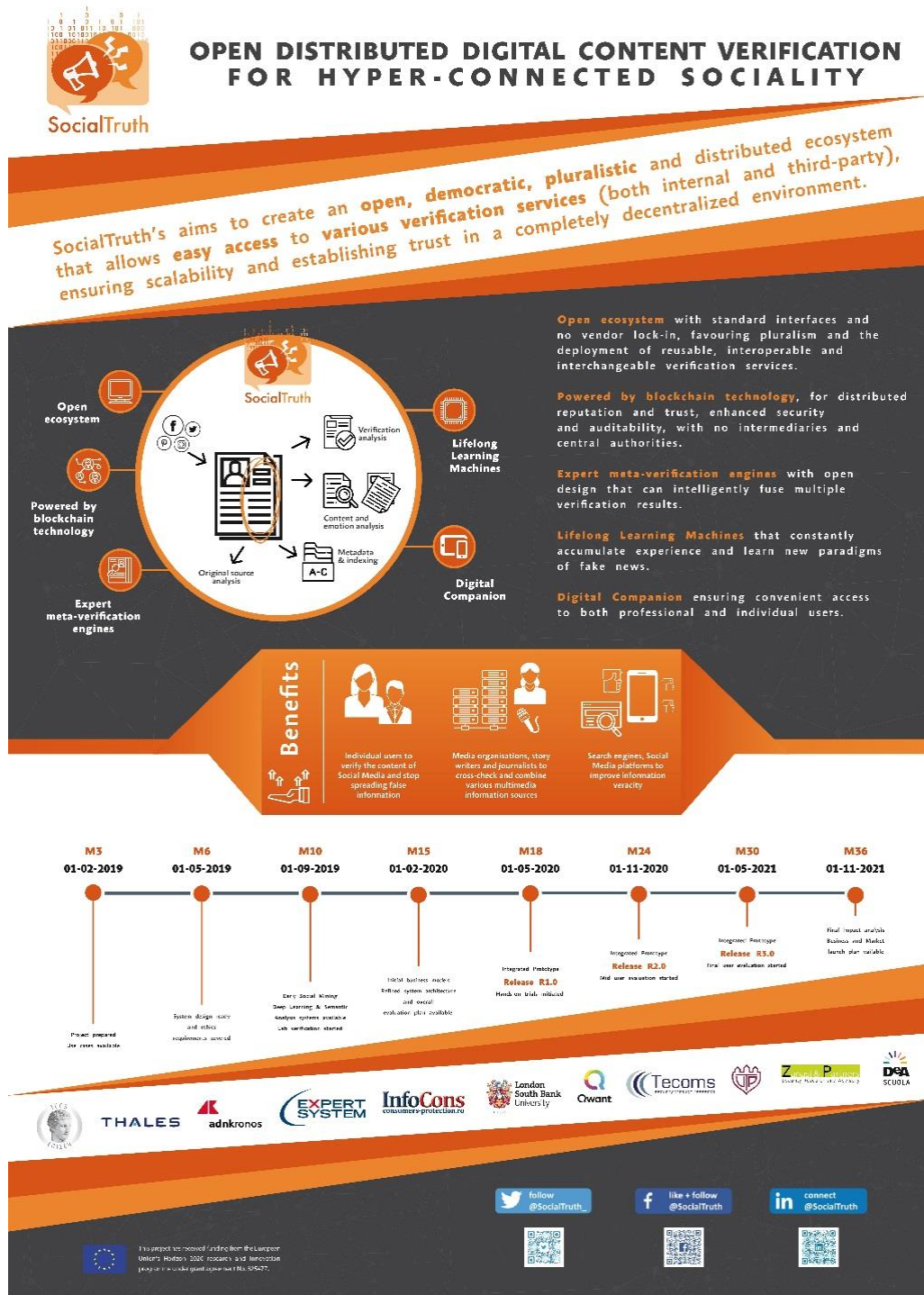


Figure 5: SocialTruth Poster template

Printable versions will also be created and provided to partners so that could print it and use in the events they participate.

3.6 Standardization activities

A central aim of the consortium is to benefit the European community. As such, some of the project partners are either using Open Source code to produce the content of their deliverables or are

contributing their deliverables to the Open Source communities. Alternatively, some of the partners are contributing to Standards, may they be open standards or others. A key principle of the project open source strategy is to offer the project results in a business-friendly way i.e. in a way that makes it possible for third-party European enterprises (i.e. enterprises outside the consortium) to benefit from the project results. To this end, the partners commit to choosing a business-friendly license (e.g. MPL, LGPL) for the project open source results.

The SocialTruth project aims at initiating and contributing to pre-standardization activities so as to early on support the fast uptake of the solution by the end-users and stakeholders. To achieve these goals several challenges must be addressed. Any partner who wants to file a patent has to refer to the Innovation Manager, who will assess in determining if it is a joint foreground or not. In case of a joint foreground, the consortium will decide on the allocation of intellectual property and exploitation modes.

4. Dissemination Activities Plan

4.1 When: Communication plan

Active communication action will start at the beginning of the project and will continue during the its entire life. To prepare the communication at the right time, a calendar of important moment and step of the project as well as events and attendance will be created collaboratively with the consortium.

After the end of the project, the website will be maintained as a static web-page. A specific brochure will be prepared at the end of the project to support the consortium members in continuing the promotion of their results and the common results of the SocialTruth project after the end of the project.

The following sections present the major dissemination activities scheduled for the project course (this plan will be updated in the deliverable D6.2 and D6.3).

Table 7: Schedule for dissemination

Type	Description	Timeline	Status
SocialTruth logo	The SocialTruth logo has been designed and will be used in all documents and publications of the project	M2	Completed
Project poster – initial version	Designing of a poster for promoting the project in various events. A poster template can also serve as a basis for creation of new posters with updated content depending on the needs of an event	M2	Completed
SocialTruth website	The online presence of SocialTruth	M3	Ongoing
Twitter account	Open a Twitter Account for disseminating project news & developments	M3	Almost Completed
Facebook account	Open a Facebook fan page for disseminating project news & developments	M3	Almost Completed

Type	Description	Timeline	Status
LinkedIn Group page	Open a LinkedIn group for engaging various stakeholders in project-based discussions	M3	Almost Completed
SocialTruth deliverable template	Template for the project deliverables created	M3	Completed
SocialTruth presentation template	Template to be used for the project presentations created	M5	Ongoing
Project brochure – initial version	Designing of a brochure for promoting the project in various events	M5	To be started
Updated project brochure	Updated project brochure including key project outcomes	M18 - M24	Pending
Updated project poster	Updated project poster including key project outcomes	M18 - M24	Pending
Press Releases	Press Releases produced accompanied by the logo in printable resolution and 1-2 characteristic project photos	M5 - M36	Ongoing
Publications	A significant number of publications are expected both in conferences and in journals	M5 - M36	Continuous
Events' participation	Participation to events (i.e. conferences, workshops, trade fairs& exhibitions) in order to raise awareness about SocialTruth and disseminate the project's results	M1 - M36	Continuous
Workshop organization	Organization of a workshop	First M9 - M24 Second M24 - M36	Pending
Mailing lists and e-Bulletin	Diffusing project news, achievements and events, in the form of an electronic email bulletin	M5 - M36	Continuous
Publishing on external platforms	Articles introducing SocialTruth will be also published on the in 3rd portals, including the professional specialized platforms, Cordis, relevant thematic blogs/collaboration platforms	M5 - M36	Continuous
Infographics	Creating infographics depicting the project's concepts (during the first year of the project) and results (during the more advanced project's phase when strong results are already available)	M5 - M36	Ongoing, first infographic (draft) created
Images	Producing and collecting images from the project's events and meetings to be used for project dissemination/communication	M1 - M36	Continuous
Videos	Producing of video(s) presenting the work done in the project	M6 - M36	Continuous

Type	Description	Timeline	Status
Online questionnaires & polls in the form of Flash studies	Development of the online questionnaires & polls in the form of Flash studies targeting to collect feedback from the news market sector	M6 - M36	Pending
Clustering /liaise with other projects/initiatives	Collaboration for mutual dissemination and knowledge exchange with other relevant projects & initiatives	M1 - M36	Continuous
Standardization activities	Follow-up of ongoing activities within ETSI SmartM2M for connected devices and within Global News Safety Initiative (GFSI) Certification for delivering safe news to consumers	M12 - M36	Pending

4.2 How: Communication Management

The communication management during the life of the project will be organized with a set of ordered actions presented below: (1) Initialisation, (2) Execution, (3) Monitoring & Reviewing, (4) Reporting and (5) Closing. A loop will be organized between step 2 and step 4.

4.2.1 Initialization

This step consists mainly in issuing this document, defining the communication strategy and goals, appointing the responsible management team, and designing the basic documents.

Appoint board / Press office

An Exploitation Board, responsible for the planning and execution of the dissemination and exploitation activities within SocialTruth, will be organized and a Press Officer will be nominated. The Press Officer will be responsible for the revision of all communication and dissemination elements to ensure the general guidelines defined in this document are properly followed.

Prepare basic material

At the beginning of the project, a project leaflet (introductory brochure) and a flyer will be issued to ensure efficient communication prior to the first results of the project. Furthermore, the poster will be ready for communicating SocialTruth activities inside conferences and public events.

Potential communication and dissemination targets will be kept in a calendar that will be created and maintained, containing publication deadlines, national and international conference dates, exhibitions and other events.

4.2.2 Execution

Once the full communication strategy is defined with the targeted audiences, events, locations and dates, the execution will follow the plan:

1. Prepare communication content;
2. Prepare communication support;
3. Validate through (i) the Scientific and Technical Advisory Board, (ii) the Ethical Advisory Board or (iii) the Security Advisory Board, if applicable;
4. Diffuse the communication and, if possible, obtain feedback;

5. After the communication act, archive the communication for traceability and potential reuse.

4.2.3 Monitoring & Reviewing

This step includes monitoring and analysing the communication activities performed during specified periods in order to ensure that the SocialTruth partners will reach their communication goals at the end of the project. The different indicators will be computed and analysed regarding the targets of the communication activities within the specified period.

In case that a difficulty is identified that prevents the consortium to reach the desired target that is set in the communication plan, then the communication plan will be updated appropriately in order to increase the effort on this failing dimension. Moreover, it should be noted that the lists of communication targets (people and events) will be reviewed and updated periodically to include the most recent and worth attending events/conferences (e.g. identify the dates on the conferences for the following year or add new relevant conferences).

Following the Description of Action, this document will be updated and submitted to EC in M13 and M25.

4.2.4 Reporting

The last step in the loop of the communication process is reporting. In this step, a report shall be created with all the information from the previous monitoring phases. This reporting has two targets: the consortium itself and European Commission. For each reporting period, it is expected that the provided reviews regarding the SocialTruth dissemination and communication strategy and process will be used to revise the strategy for the next reporting period.

4.2.5 Communication basic rules

Writing rules

- Use British English
- In case the communication is done in a foreign language, always add an English abstract
- Always use SocialTruth with capitalized letters
- All documents have to contain all the partners logo

References and disclaimer rules

- Check with Dissemination & Exploitation board
- Follow communication guides
- Cite European project: "This project has received funding from the European Union H2020 Programme for research, technological development and demonstration under the Grant Agreement No. 825477"
- All dissemination materials will include the European Union emblem. For publications in journals and articles in the press, the H2020 logo as well as the emblem of the European Union can't be included. However, the reference of the funding received from the European Union will be integrated in the acknowledgement

D6.1 Communication and Dissemination Plan v1.0

- Insert the following disclaimer in each document: “The contents of this document and the view expressed in the publication are the sole responsibility of the author and under no circumstances can be regarded as reflecting the position of the European Union”.

5. Conclusions

This deliverable presented the SocialTruth Dissemination Plan, an internal instrument to provide a consistent framework for all activities needed to disseminate and sustain the concepts, achievements, as well as technical and knowledge results developed within the project.

The consortium recognizes that dissemination and communication activities are an essential and pervasive activity throughout the project's life and integrated within all its work packages. Therefore, the present Dissemination Plan illustrated in clear terms the rationale behind the strategy and clarified all dimensions and tools necessary to communicate the core messages and results of the project in a very effective and comprehensive way.

Various activities will be realized throughout the project's lifetime in order to aid SocialTruth achieve its purposes. Promotion of the project online and via participation to the events, organization of the workshops, a number of Scientific Dissemination in journals and conferences, high-quality promotional material as well as collaboration with other projects & initiatives constitute some of the main actions towards the aforementioned purposes. In order to measure the achieved impact of the proposed strategy and plan a number of indicators have been recognized and reported.

The present Dissemination Plan will act as a handbook for every project partner in order to perform their dissemination activities as it will list all stakeholders, communication channels, dissemination activities and corresponding key performance indicators. It also addresses to the European Commission that will be requested to assist in the realization of this plan if needed.

6. References

- 1 Guidance Social media guide for EU funded R&I projects. V1.0 – 06.04.2018
- 2 Communicating EU research and innovation guidance for project participants v1.0 – 25.09.2014