D9.4 Website and Online Communities

Easy Reading

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Executive Summary

This document is a deliverable of the EasyReading project funded European Union's Horizon 2020 research and innovation programme under grant agreement No.780529.

The document gives information about the website and the online communities of the Easy Reading project and where to find them.

Website:

URL: www.easyreading.eu

Online Communities:

Twitter: https://twitter.com/EasyReading_EU

Facebook: https://www.facebook.com/EasyReadingEU/

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Introduction

Dissemination of the project and its outcomes is crucial for reaching the expected impact. The major focus of the Easy Reading dissemination framework is to ensure that the project outcomes reach the appropriate target communities, at appropriate times, via appropriate channels, and with a clear, to the point message. To disseminate and promote information, results and applications of the Easy Reading project, a webpage and online communities have been created. Online communities will be maintained by TUDO triggering all the other partners to participate whenever anything important has been developed or discovered and by this vitalize the Forum.

Website

A website to disseminate and promote information, results and applications of the Easy Reading project has been created. The website is hosted and administered by and on a server of JKU. The creation of content and news on the webpage is mainly managed by TUDO and JKU.

The webpage can be accessed following this URL: www.easyreading.eu

The project website serves as a place to help build support for end users and developers and where all the information on the project and its main findings are available to the public. An essential requirement of the dissemination strategy is to make this information available to all users regardless of their more or less specific needs. The project's website will therefore conform to Conformance Level "Double-A" (AA) of the W3C-WAI WCAG 2.0 (Web Content Accessibility Guidelines). There will also be an "Easy2Read" version of all public content and free downloads will be available. The project website hosts an overview of the project (objectives, consortium, contact, etc.), regularly updated news and related events, and access to the resulting public deliverables.

Online Communities

The strategic use of social media channels such as twitter or Facebook can help to achieve the strategic goals of disseminating scientific research results. Social media can be used to effectively reach the target group. Additionally, these channels are useful sources to gather information on needs and wishes of the target group. Social media tools offer a platform to get in touch with target groups. Comments from users on social media platforms offer immediate feedback, which can be very useful for further research efforts.

The use of social media channels is particularly relevant for research projects like 'Easy Reading', where the goals and needs of communication partners are actively addressed. Various studies have shown that users with cognitive impairments as well as their interest groups use social media for exchange and information search.

Furthermore, monitoring of the online presence allows the evaluation of the success of social media usage. In the long run, it seems even to be possible to measure psychological effects (empowerment, changes in attitude) and quantitative effects (number of press reports, project requests).

Research projects can gain from using social media in different ways: gaining professional visibility and credibility; facilitating networking; event information; finding information about project calls, projects, new trends, and ideas; follow professionally relevant news anywhere and anytime through mobile.

The Easy Reading project will use various social media channels to disseminate its results and outputs, and in general to share experiences and get in discussion on project's issues and research questions. So far, the project has set up active accounts for the most widely used social media channels, Twitter and Facebook:

Twitter: https://twitter.com/EasyReading_EU

Facebook: https://www.facebook.com/EasyReadingEU/

The twitter channel will mainly be used to actively network with other actors in the scientific community and to activate interest and action of the intended target group and its stakeholders.

The Facebook channel will be used to increase the visibility of the research done in the EasyReading project. With over 1.5 billion active monthly users Facebook still offers the greatest chances for visibility if properly utilized. It is hard to find a larger population including people from across the globe with that variety on backgrounds and interests.

A specific dissemination plan for social media will be developed and shared with all partners, to coordinate the activities and guarantee a coherent approach. The strategy defines the specific goals for the dissemination of EasyReading, related communication and dissemination content for social media channels, the main message, hashtags, keywords, the tone, the frequency and the tactic for writing posts and tweets.

References

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