



# PROTEUS 6G

Project: **PROTEUS-6G** Grant Agreement No: 101139134

Programmable Reconfigurable Optical Transport for

Efficiently offering Unconstrained Services in 6G

*INFORMATION & COMMUNICATION TECHNOLOGIES (ICT)*

START DATE: 01/01/2024

END DATE: 31/12/2026

DURATION: 36 MONTHS

PROJECT URL: [WWW.PROTEUS-6G.EU](http://WWW.PROTEUS-6G.EU)

## Deliverable D7.1

### Website and social media setup

|                            |                                                |
|----------------------------|------------------------------------------------|
| <b>WORK PACKAGE</b>        | WP 7                                           |
| <b>TASK</b>                | 7.1 DISSEMINATION AND COMMUNICATION ACTIVITIES |
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## Document revision history

| Version | Date       | Description of change                | List of contributor(s)  |
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| V0.1    | 01/02/2024 | Creation of ToC                      | <b>E. Aravantinos</b>   |
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| V0.3    | 14/05/2024 | Final draft sent for internal review | <b>A. Blanco Granja</b> |
| V0.4    | 20/05/2024 | Final reviewed document              | <b>I. Tomkos</b>        |



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## Executive summary

This Deliverable, D7.1, presents a comprehensive overview of the communication key actions undertaken by the PROTEUS-6G consortium within WP7 (Impact maximization and outreach) during the first month of the project, aligned with the activities provided in the original proposal. WP7 focuses on the development and execution of plans (updated regularly) for dissemination/communication, standardization, and exploitation of project activities, with the aim of achieving high impact of project results, ultimately leading to successful adoption of novel PROTEUS-6G technologies and solutions into future related standards and innovative products.

This D7.1 deliverable primarily focuses on two Dissemination/Communication activities, the development of the website, presented analytically with screenshots as well as the social media presence and setup. The latter is presented with screenshots and the scope of the LinkedIn page. By M12 the D7.2 Y1, annual report will contain all the KPIs and analytics produced and collected by these two communication activities.



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## ABBREVIATIONS

|               |                                        |
|---------------|----------------------------------------|
| <b>KPI</b>    | Key Performance Indicator              |
| <b>SDPtMP</b> | Spatially-Diverse Point-to-Multi-Point |



## 1. Introduction

The PROTEUS-6G project aims to develop advanced optical transport technologies to support the next generation of mobile networks. Effective dissemination and communication of project activities are crucial for ensuring wide visibility and impact. This deliverable, D7.1, focuses on the initial setup of the project's website and social media presence.

## 2. Objectives of Deliverable D7.1

The primary objectives of Deliverable D7.1 are to establish a robust online presence for PROTEUS-6G through the development of a dedicated website and a LinkedIn page. These platforms will serve as key tools for disseminating project results, engaging with stakeholders, and promoting the project's achievements.

## 3. Communication Plan

Two communication activities were planned in the proposal and executed during the first month (M01) of the PROTEUS-6G project. The development of the project's website using a content-based platform and the social media presence using LinkedIn. These activities are part of the communication plan which is illustrated in Figure 1.

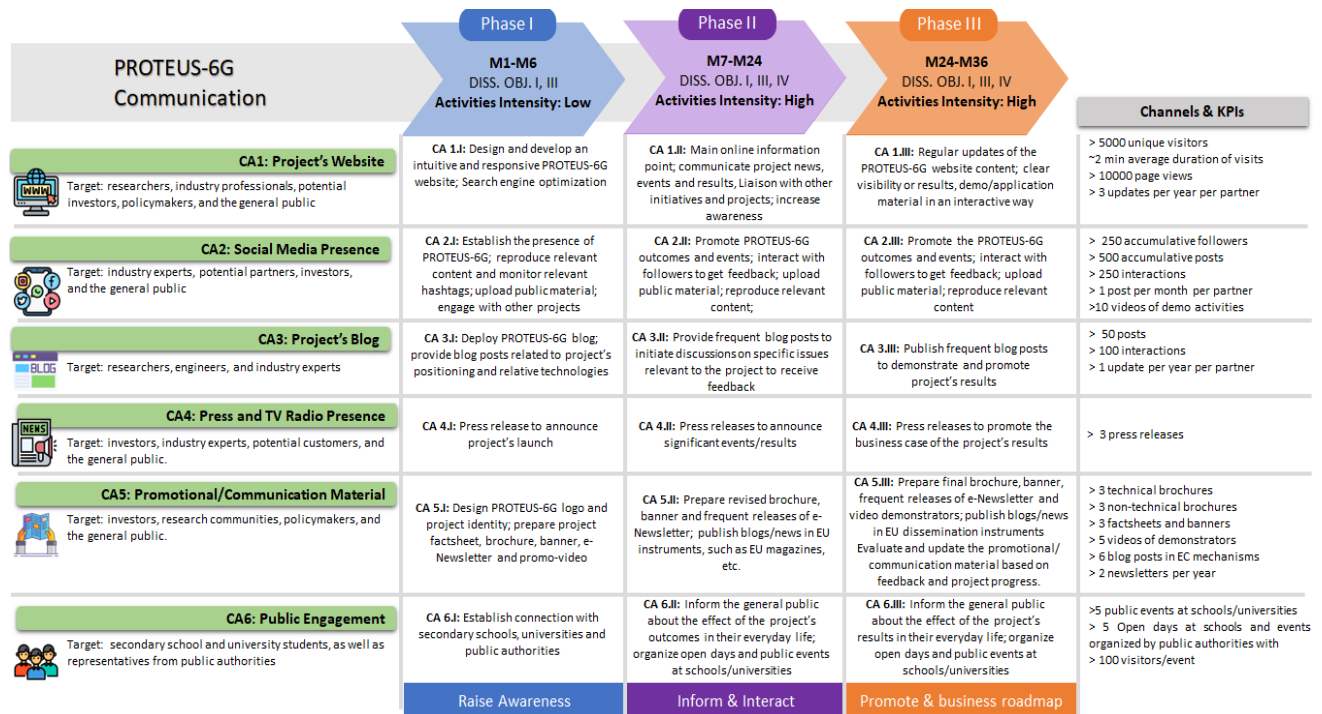


Figure 1: Communication Plan



### 3.1 Website

The PROTEUS-6G website (URL: <https://proteus-6g.eu/>) is developed using the latest version of WordPress platform, a secured platform which was selected as it is easy to manage and maintain the project's content. It contains all the public information related with the project. The homepage (Figure 2, Figure 3) provides general information menus, including details regarding the mission, impact, and objectives of the project and an ["INNOVATION AREAS"](#) page that presents the relevant novelty areas.

The website is structured to ensure ease of navigation and accessibility, catering to a broad audience including researchers, industry stakeholders, and the general public. The design emphasizes clarity and user-friendliness, featuring intuitive menus and a responsive layout compatible with various devices.

There are 4 innovation areas:

1. Optical x-haul networks for 6G
2. Spatially-Diverse Point-to-Multi-Point (SDPtMP) Node
3. Plasmonic-based Simplified, Coherent, Optical Transceivers
4. Service Management, Orchestration, and Control for Adaptive Management of Fronthaul and Midhaul Transport (Packet/Optical) Connections Enabling Dynamic Functional Split

Each innovation area is detailed with specific information about the technological advancements and potential applications. For instance, the Optical x-haul networks section explains how these networks will support 6G infrastructure by providing high-capacity, low-latency connections. Similarly, the SDPtMP Node section elaborates on the benefits of spatial diversity in enhancing network performance and reliability.

The "OUTCOMES" page is split into two subpages [Communication-dissemination](#) and [Deliverables](#) that list deliverables, publications, conference/workshop participations, as well as the project's bimonthly newsletters. Additionally, there is a dedicated page for publishing posts, resembling a blog, related to the PROTEUS-6G project, entitled ["NEWS & EVENTS"](#). It features updates on future events such as plenary meetings, conference/workshop participation insights, interviews with key partners from the consortium, and more.

The website also serves as a gateway to confidential information accessible via authentication, allowing registered users (project members, European Union officer) to connect to a SharePoint server after logging in. In this secure space with "restricted access", partners can efficiently store and share all the files for each Work Package (WP) and collaborate in preparing the project's deliverables. This dedicated section ensures a streamlined workflow and facilitates effective communication among the project partners.

Since the project's website launch date (January 2024), and up to the current date, the website has attracted significant attention. This noteworthy engagement underscores the project's visibility and the interest it has generated among the online audience. The analytics and KPIs will be further analyzed in D7.2 annual report (M12), reflecting the substantial outreach, indicating the effectiveness of the website in disseminating information and attracting the attention of a diverse audience.



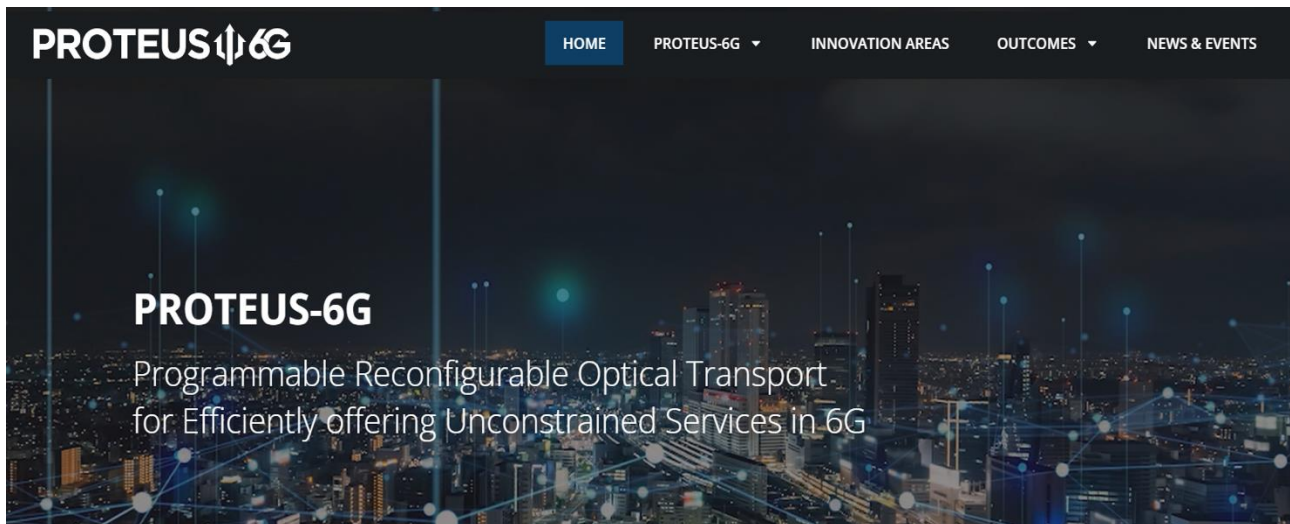


Figure 2: Website Home Page (a)

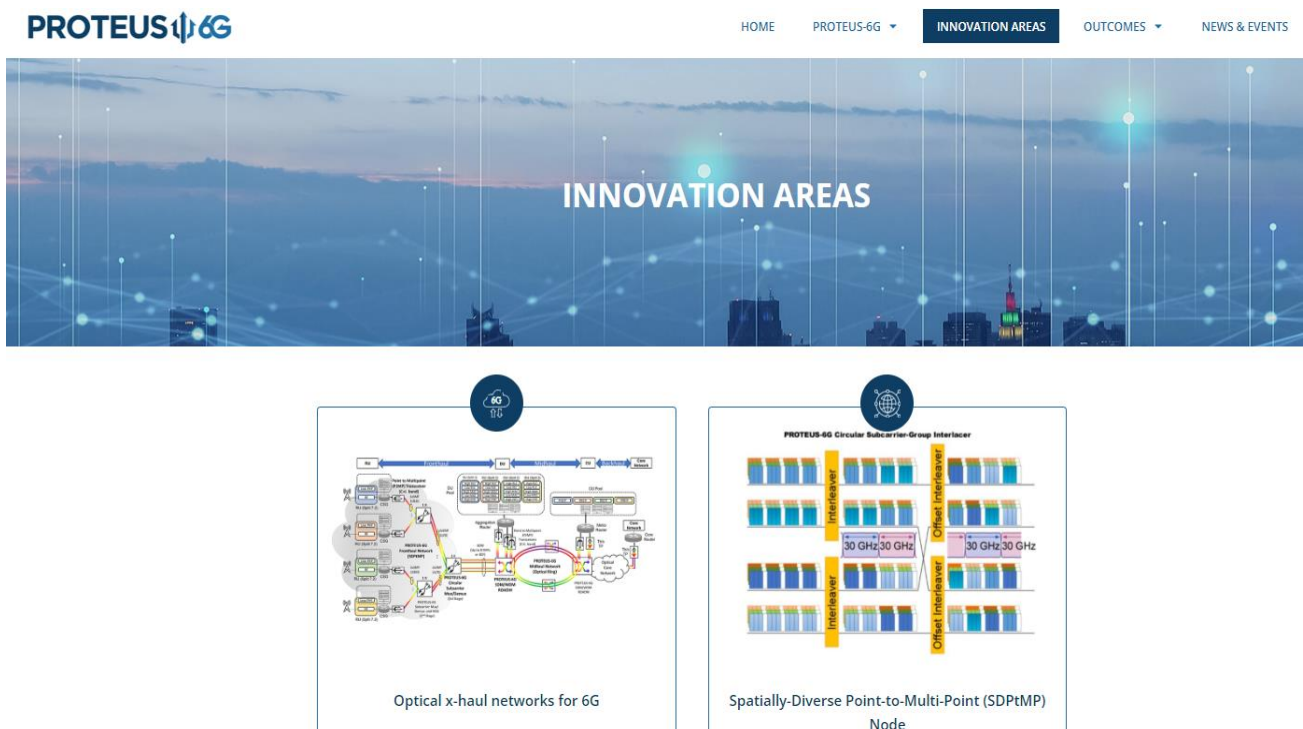


Figure 3 Website Home Page (b)

### 3.2 LinkedIn page

The PROTEUS-6G LinkedIn page (URL: <https://www.linkedin.com/company/proteus-6g/>, Figure 4), with an active and growing research community of followers, plays a crucial role in our social media communication strategy. It serves as a dynamic platform for engaging with our professional community and academia. Our LinkedIn presence is a valuable resource for the followers of staying informed on the project's active involvement in conferences and workshops, providing an overview of our contributions to the field. The page also offers exclusive content, shedding light on the innovative work being carried out within the project.



Additionally, many posts from the "NEWS & EVENTS" website page are also shared in our LinkedIn page. The screenshot below illustrates our LinkedIn home page.

The LinkedIn page is meticulously curated to highlight key milestones and achievements of the PROTEUS-6G project. Regular updates are posted to keep followers informed about ongoing research activities, upcoming events, and notable mentions in the media. The page also features profiles of project members, showcasing their expertise and contributions to the project.

Engagement metrics on the LinkedIn page, such as likes, shares, and comments, are carefully monitored to assess the impact of our communication efforts. This feedback loop helps us tailor our content strategy to better meet the interests and needs of our audience. Additionally, the LinkedIn page serves as a platform for networking, enabling followers to connect with project members and explore potential collaborations.

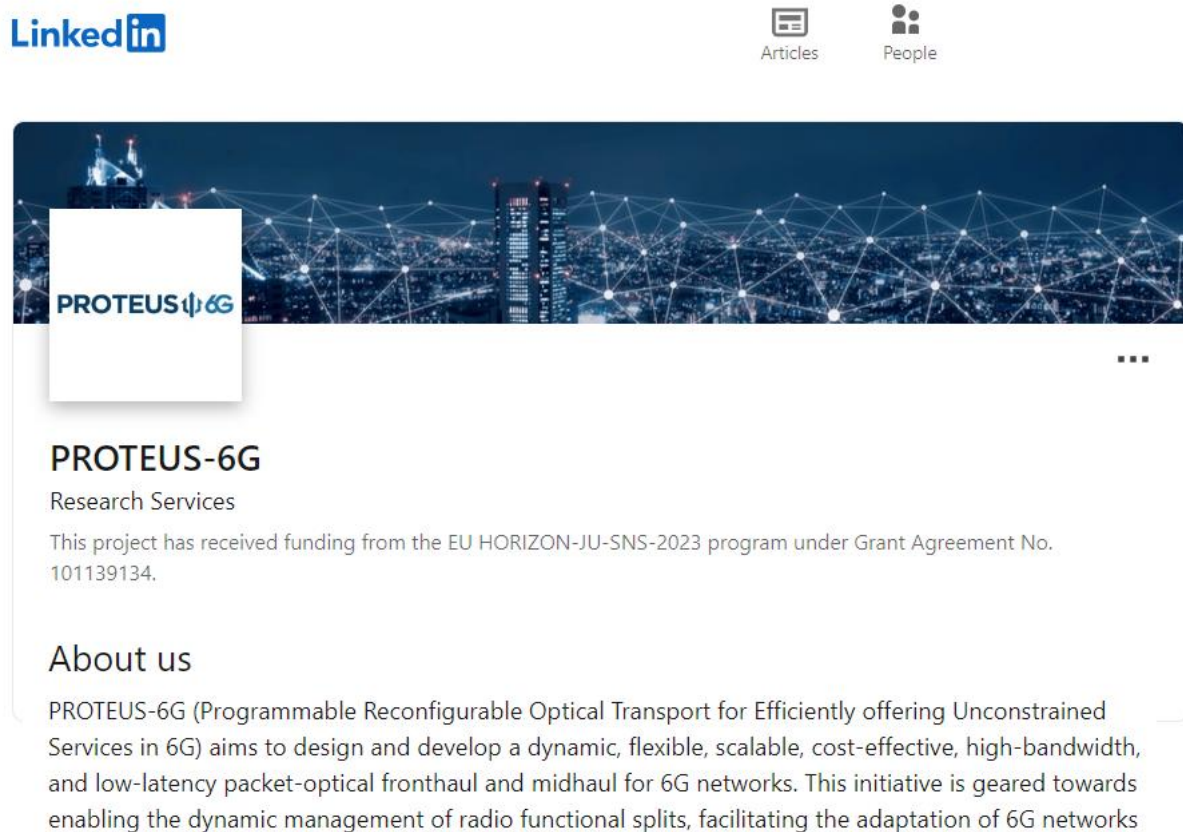


Figure 4: PROTEUS-6G LinkedIn Page.

## 4. Engagement and Interaction

The website and LinkedIn page are designed to help interact with the audience in several ways. On the website, there is an easy-to-use contact form that allows visitors to ask questions, give feedback, or make inquiries about the project. This feature ensures direct communication with project representatives and fosters a responsive environment. Additionally, the website is regularly updated with news articles, blog posts, and event announcements to keep the audience informed about the latest developments and activities within the PROTEUS-6G project. This helps maintain a continuous flow of information and keeps the



audience engaged. The website also includes interactive features such as polls, surveys, and comment sections on blog posts to encourage visitor participation and feedback. This interaction helps gather valuable insights and fosters a sense of community around the project.

On LinkedIn, posts are created to invite comments and discussions from followers. By asking questions and encouraging dialogue, the project team can engage with the audience more deeply, promoting an exchange of ideas and feedback. Regular posts highlight project milestones, updates, and achievements, keeping followers informed and engaged. This includes sharing progress reports, event participation, and notable mentions in the media. The LinkedIn page also serves as a networking platform, enabling followers to connect with project members and other professionals in the field. This facilitates knowledge sharing and potential collaborations, enhancing the project's reach and impact.

## 5. Analytics and Performance Metrics

Initial analytics data indicates significant interest in the project. Key performance metrics for the website include the number of visitors, page views, session duration, and bounce rate. Tracking the number of visitors provides insight into the reach and popularity of the website, helping gauge the overall visibility of the project. Monitoring page views helps identify which sections of the website are most popular, allowing the team to optimize content and navigation based on user interests. Analyzing how long visitors stay on the website helps assess the engagement level, with longer session durations indicating that visitors find the content valuable and engaging. The bounce rate measures the percentage of visitors who leave the website after viewing only one page, with a lower bounce rate suggesting that visitors are exploring multiple pages, indicating effective content and site structure.

For LinkedIn, the number of followers, post engagement rates, and the nature and frequency of comments and discussions are key metrics. Tracking follower growth helps measure the expanding reach and influence of the project on social media, with a growing number of followers indicating increasing interest and engagement. Monitoring likes, shares, and comments on posts provides insights into how well the content resonates with the audience, with high engagement rates indicating effective communication and content strategy. Analyzing the nature and frequency of comments and discussions helps understand audience interests and areas of engagement, which is crucial for refining content and interaction strategies.

## 6. Feedback and Improvement

Feedback from users and stakeholders has been positive, with suggestions for additional features and content. Based on this feedback, the project plans to expand the "Innovation Areas" section with more detailed case studies and technical insights, providing a deeper understanding of the project's innovations. This expansion will cater to a more technical audience and showcase the practical applications of the project's research. To maintain and enhance engagement, the frequency of LinkedIn posts will be increased, ensuring a steady stream of updates and information to keep the audience continuously engaged and informed. Regularly gathering and analyzing user feedback through surveys and direct interactions will help tailor the content and features of both the website and LinkedIn page to better meet audience needs and preferences. Additionally, increasing the use of infographics, videos, and interactive content will make information more accessible and engaging for a broader audience.



## 7. Future Plans

Future plans for the website and social media presence include launching a monthly newsletter to keep stakeholders informed about project developments, upcoming events, and significant achievements. This will ensure regular and comprehensive communication with all interested parties. To enhance engagement, the project will produce video content such as interviews, tutorials, and project overviews. Additionally, webinars will be organized to provide in-depth discussions on specific topics, offering an interactive platform for knowledge sharing. Advanced analytics tools will be employed to gain deeper insights into audience behavior and preferences, informing content strategy and helping tailor communications to better serve the audience. New interactive features, such as live Q&A sessions and virtual events, will be introduced to foster real-time engagement and interaction with the audience. These features will provide additional opportunities for direct communication and feedback.



