



## **OpenDR**

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### **Open Deep Learning Toolkit for Robotics**

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Duration: 36 months

Lead contractor: Aristotle University of Thessaloniki

#### **Deliverable D9.3: Website and Social Media**

Date of delivery: 27 Feb 2020

Contributing Partners: Aristotle University of Thessaloniki

Version: 3.0

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<b>Project:</b>	<b>OpenDR (ICT-10-2019-2020 RIA)</b>	
<b>Nature:</b>	DEC - Websites, patents filing, press & media actions, videos, etc.	<b>Dissemination Level: Public</b>
<b>Authors:</b>	Anastasios Tefas, Nikos Nikolaidis	
<b>Lead Beneficiary:</b>	AUTH (Aristotle University of Thessaloniki)	
<b>WP</b>	1	
<b>Doc ID:</b>	OPENDR_D9.3.pdf	



This project has received funding from the *European Union's Horizon 2020 research and innovation programme* under grant agreement No 871449.

## Document History

<b>Version</b>	<b>Date</b>	<b>Reason of change</b>
1.0	17/1/2020	First complete draft
2.0	19/2/2020	Final draft for internal review
2.1	21/2/2020	Revised version including internal reviewer's comments
2.2	24/2/2020	Final draft to be circulated
3.0	27/2/2020	Final version to be submitted to the EU



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# Table of contents

<b>Executive Summary</b>	<b>5</b>
<b>1. Introduction</b>	<b>6</b>
1.1 Purpose of this document	6
<b>2. Website</b>	<b>6</b>
<b>3. Social Media</b>	<b>12</b>
3.1 Twitter	12
3.2 Facebook	12
3.3 LinkedIn	12
<b>4. Partner's Contributions on Website and Social Media</b>	<b>16</b>
<b>5. Conclusions</b>	<b>16</b>



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## Executive Summary

Several aspects of OpenDR project's online dissemination tools, including its a) website and b) social media accounts, namely its Facebook page, Twitter account and LinkedIn group are described in this document.



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# 1. Introduction

## 1.1 Purpose of this document

This document describes several aspects of the OpenDR project's online dissemination tools, including its a) website (Section 2), and b) social media accounts (Section 3). Current social media presence of OpenDR includes: i) a Facebook page, ii) a Twitter account and iii) a LinkedIn group.



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## 2. Website

The project website, available at <https://www.opendr.eu>, has been registered and set up by Aristotle University of Thessaloniki (AUTH) in the first month of the project. The website is the central part of online dissemination activities and is maintained by AUTH, with contributions from all project partners.

OpenDR's website offers general information on the project, giving all target audiences the possibility to learn about OpenDR's core ideas, news, information for all the partners involved in the project, the work structure as well as information about events organised within OpenDR.

The core of the website is a WordPress blog that allows for easy management and structuring. The landing page of the website offers a first glimpse of what the project is about, as shown in Fig. 1 and 2. Visitors can choose to dive into the specific sections of the website through the top menu bar, as shown in Fig. 1, providing access to the following information:

- News;
- General information about the project, consortium and work structure;
- Results of OpenDR, such as deliverables, publications and videos;
- Information regarding upcoming and/or past events;
- Contact information.

OpenDR's social media accounts are linked at the top right corner of the website. Scrolling down the landing page, visitors can find a content slider which highlights the latest news from the project followed by a Twitter feed, as shown in Fig. 3.



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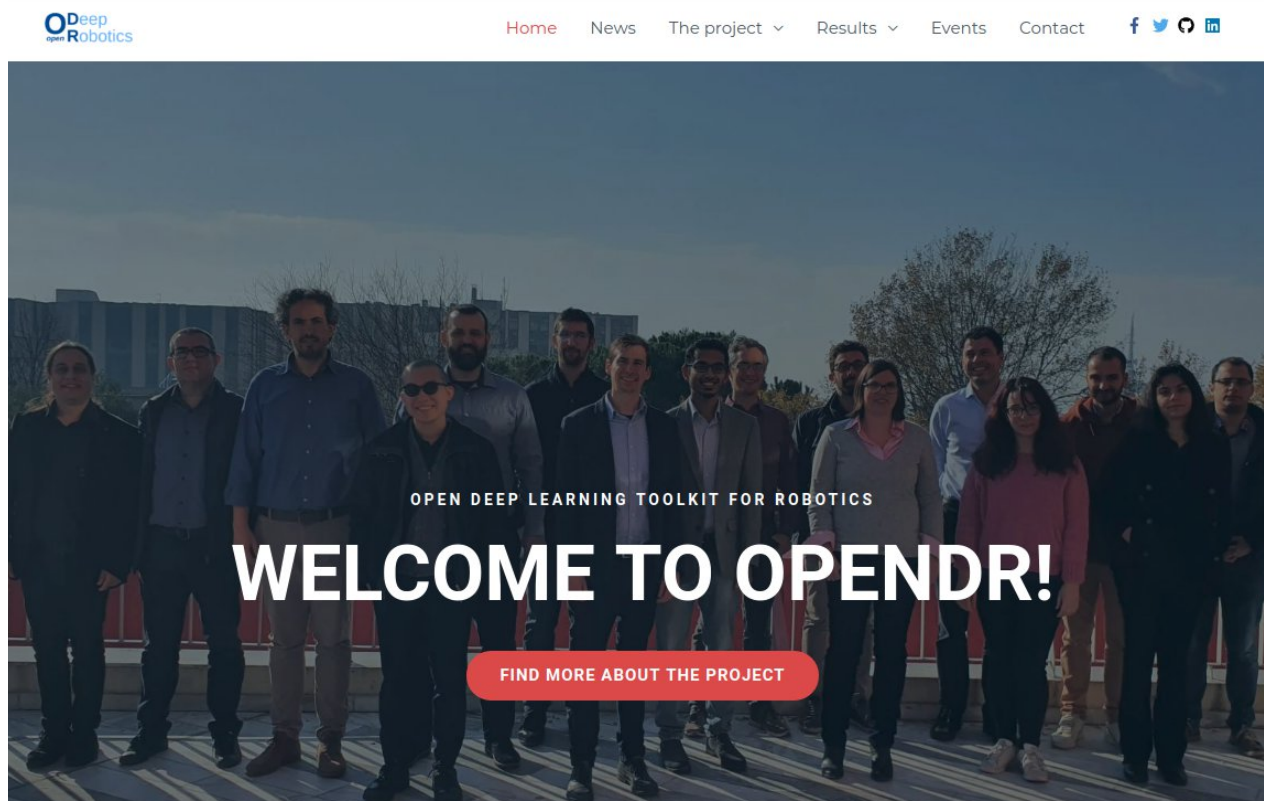


Fig. 1: OpenDR's landing page

## Harness Deep Learning for advanced perception and cognition

OpenDR will develop, train, deploy and evaluate deep learning models that improve the technical capabilities of the core technologies beyond the current state of the art.

*It will enable a greater range of robotics applications that can be demonstrated at TRL3 and above, thus lowering the technical barriers within the prioritized application areas.*

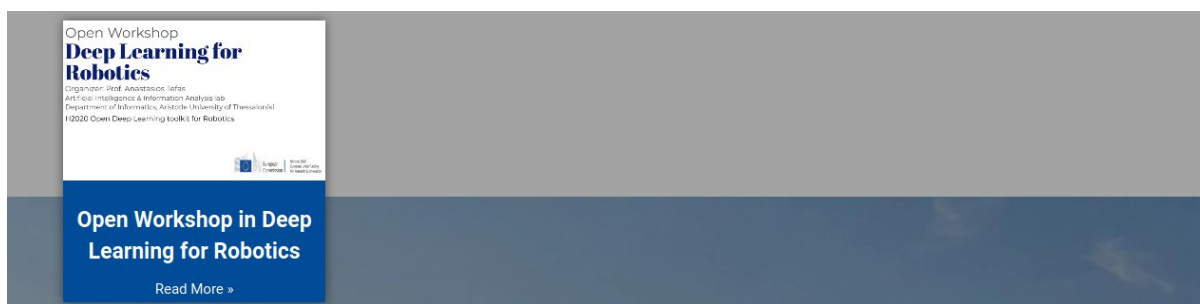
FORK US ON GITHUB

Fig. 2: OpenDR's landing page (continued)



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## Tweets by OpenDR\_eu

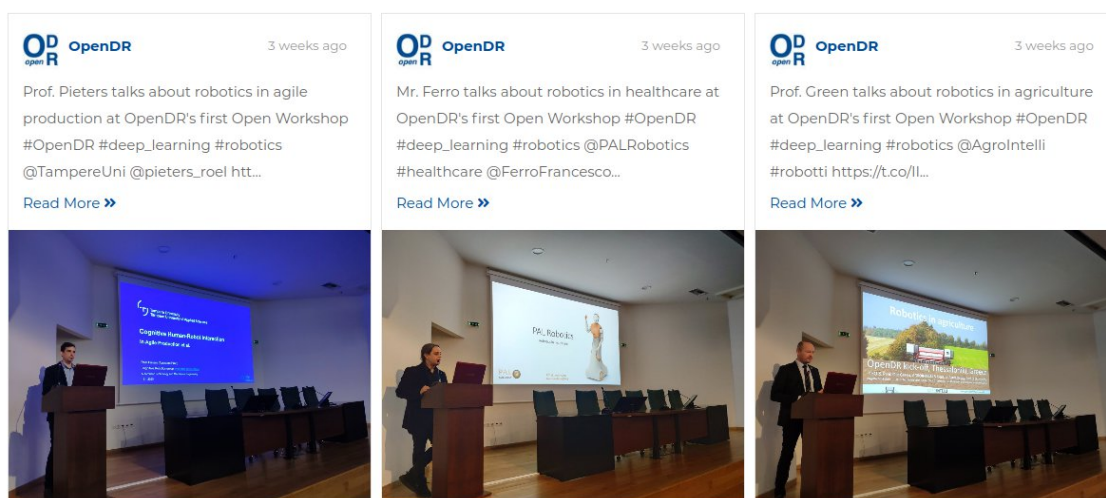


Fig. 3: OpenDR's landing page, latest news slider and latest tweets feed

The footer of the website, shown in Fig. 4, contains information about the funding, links to a legal notice and privacy policy, as well as brief contact information about the project coordinator.

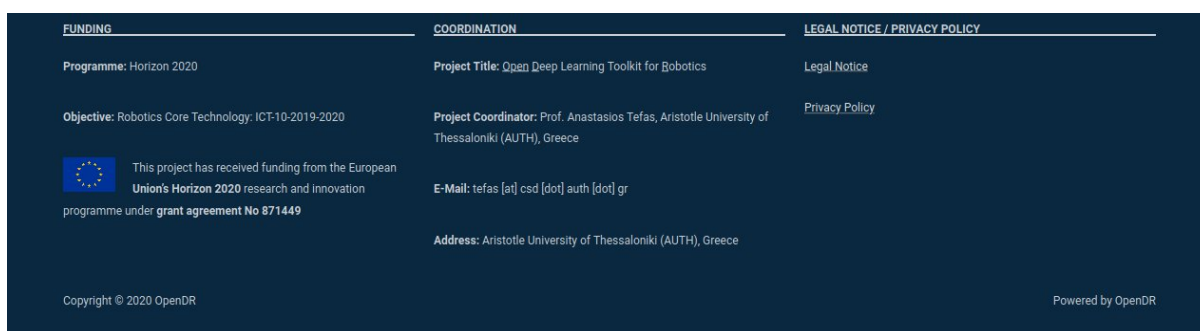


Fig. 4: OpenDR's website footer



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For the visitors who want to discover more about OpenDR, there are more things to find through the site's menu. Detailed information for OpenDR, all the information about the work structure as well as information on all the partners involved in the project are accessible via the 'The project' button at the top menu of the site. Visitors can also find information about upcoming and past events organised by OpenDR via the 'Events' button. A 'Results' section is also constructed to hold all the (public) deliverables, publications and videos that will be produced by OpenDR. One public deliverable (D9.1), the project presentation and factsheet, as well as other communication material (project's logo) are already available, as shown in Fig. 6 and Fig. 7. As soon as public deliverables or publications become available, they will be placed in the website. Later on, when the first tools of the OpenDR Toolkit, will become available, the website will be used to inform interested parties about their availability and provide pointers to the open source repository that has already been created and it will be publicly available on OpenDR's page on GitHub (<https://github.com/opendr-eu>). Project partners will try to mention the project website, as a primary source of information regarding the project, in all the events (conferences, workshops, trade shows, etc.) they will participate. They will also use other means, such as relevant email lists, to inform about the website and the social media channels of the project. Finally they will make any effort to populate the website with rich and well presented information (enriched with images, videos, drawings, etc.) regarding the project and keep it up to date. By doing so, the consortium expects to attract a significant number of visitors and thus generate attention to the project results. It should be noted here that since the website is targeting both the scientific community (in the areas of robotics, computer vision, machine learning, etc.) and the general public, the consortium will try to provide information targeting both these groups. This will be done by including, besides scientific/technical information, articles or news items presenting major events and achievements in a way understandable by non-specialists. Already, during the first two months, a total of 288 unique visitors landed on the website, generating more than 1450 visits.



Fig. 5: OpenDR's website top bar menu



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## Deliverables

No.	Title	Description
WP1		
		- No public deliverables available (yet) -
WP2		
		- No public deliverables available (yet) -
WP3		
		- No public deliverables available (yet) -
WP4		
		- No public deliverables available (yet) -
WP5		
		- No public deliverables available (yet) -
WP6		
		- No public deliverables available (yet) -
WP7		
		- No public deliverables available (yet) -
WP8		
		- No public deliverables available (yet) -
WP9		
D9.1	<b>Factsheet and project presentation</b>	This document describes several important aspects of the OpenDR project branding, including the a) project logo, b) factsheet and an c) initial project presentation.
WP10		
		- No public deliverables available (yet) -

Fig. 6: OpenDR's website deliverables section

## Communication Material

Here you will find all communication material published by OpenDR

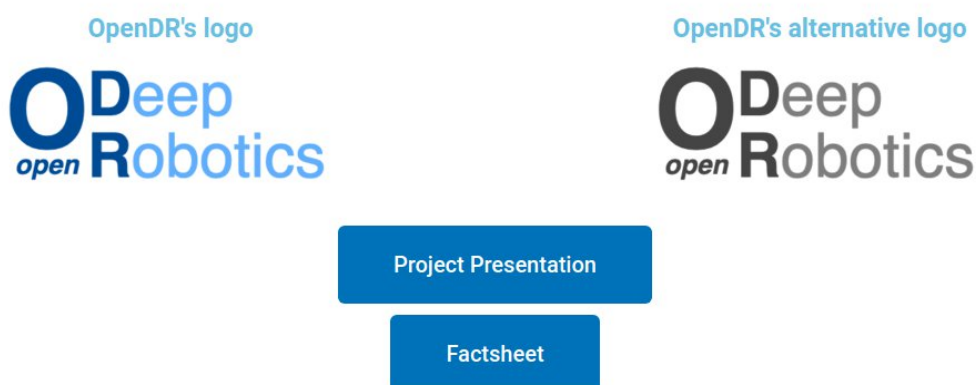


Fig. 7: OpenDR's website communication material section



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## 3. Social Media

Besides being the central hub for OpenDR news, the website also provides links to all other online project dissemination channels. These channels encompass Twitter, Facebook and LinkedIn, as described in the following subsections.

### 3.1 Twitter

A Twitter account was created under the name @OpenDR\_EU. The corresponding URL to OpenDR's Twitter page is [https://twitter.com/OpenDR\\_EU](https://twitter.com/OpenDR_EU). A screenshot of OpenDR's Twitter profile is shown in Fig. 8. At the time this document was created, OpenDR's Twitter account had 16 followers and 12 tweets regarding OpenDR's first Open Workshop were published. The main purpose of this channel is to attract people and make them aware of OpenDR, as well as distribute news regarding the project.

### 3.2 Facebook

Another dissemination channel is OpenDR's Facebook Page (shown in Fig. 9), which was set up with the name **OpenDR (@Opendr.eu)** and it is accessible on the following URL: <https://www.facebook.com/opendr.eu>. This page has at this moment 10 posts regarding OpenDR's first Open Workshop, 45 followers and 44 likes.

### 3.3 LinkedIn

A LinkedIn Group was also created under the name OpenDR Research Project (shown in Fig. 10) and it is accessible at the following URL: <https://www.linkedin.com/groups/13807356>. The purpose of this channel is to create a network of industry and research contacts. By now the group has 64 members.



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**OpenDR**  
12 Tweets

**Deep Robotics**  
open

**OpenDR**  
@OpenDR\_EU

The aim of OpenDR is to develop a modular, open and non-proprietary tool kit for core robotic functionalities.

Joined December 2019

1 Following 16 Followers

Tweets Tweets & replies Media Likes

**OpenDR** @OpenDR\_EU · Jan 13  
Prof. Pieters talks about robotics in agile production at OpenDR's first Open Workshop #OpenDR #deep\_learning #robotics @TampereUni @pieters\_roel

**OpenDR** @OpenDR\_EU · Jan 13  
Mr. Ferro talks about robotics in healthcare at OpenDR's first Open Workshop #OpenDR #deep\_learning #robotics @PALRobotics #healthcare @FerroFrancescoE

Fig. 8: OpenDR's Twitter profile



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OpenDR  
@Opendr.eu

Home  
Posts  
Jobs  
Events  
Reviews  
Videos  
Photos  
About  
Community  
Groups  
Offers  
Promote  
Visit Ad Center

# Deep open Robotics

Like Following Share

+ Add a Button

Create Live Event Offer

Job

Write a post...

Photo/Video Get Messages Feeling/Activ...

OpenDR  
Published by Opendr Opendr · January 13

Prof. Pieters talks about robotics in agile production at OpenDR's first Open Workshop #OpenDR #deep\_learning #robotics

English (US) · Ελληνικά · Shqip · Español · Português (Brasil)

Information about Page Insights Data  
Privacy · Terms · Advertising · Ad Choices · Cookies · More · Facebook © 2020

Fig. 9: OpenDR's Facebook page



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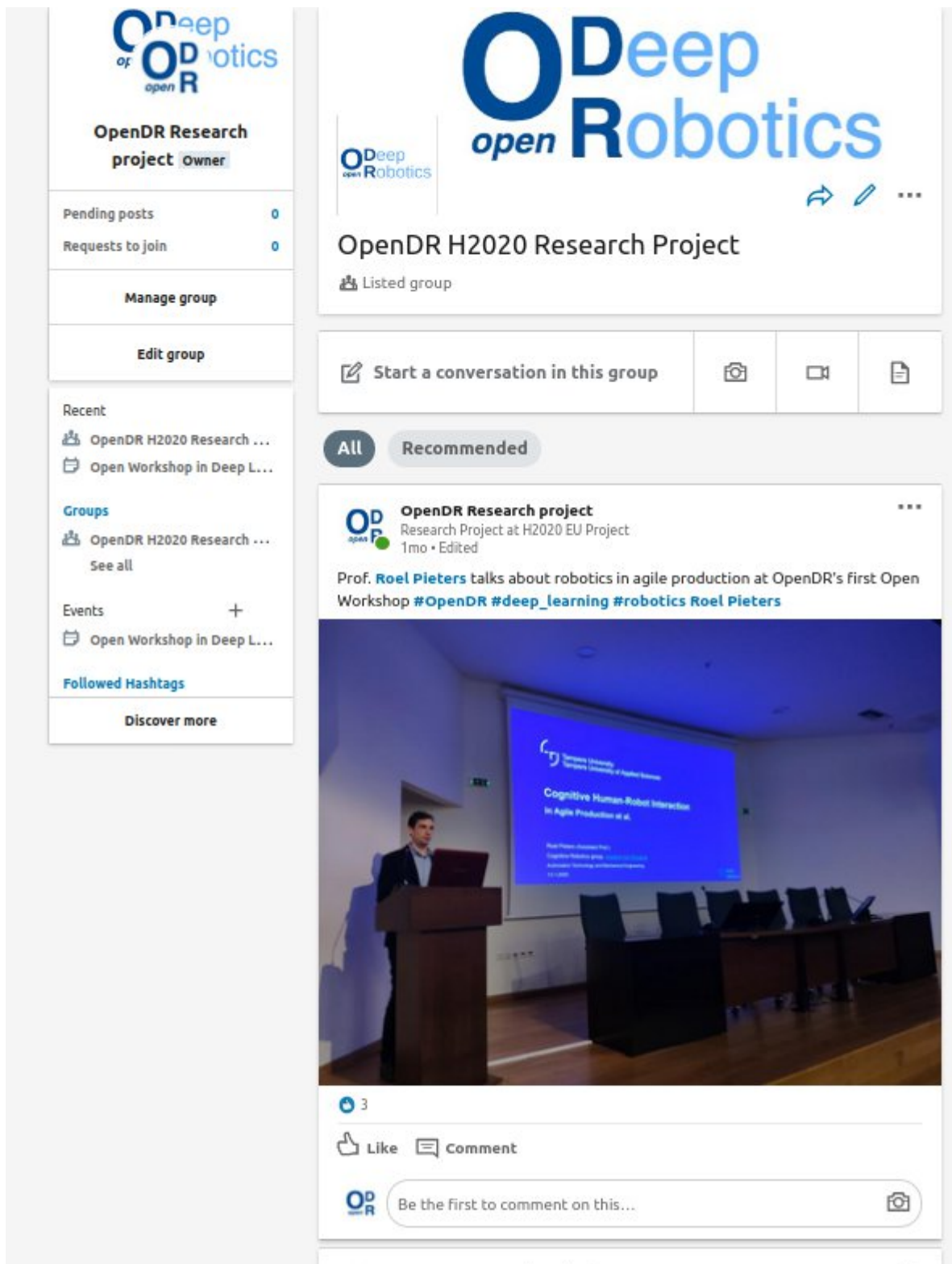


Fig. 10: OpenDR’s LinkedIn profile



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## 4. Partner's Contributions on Website and Social Media

Social media and project's website are the key communication channels of OpenDR, so it is important to regularly update them with news and achievements of OpenDR. Therefore, each partner should regularly contribute material to the social media by filling the social media/website contribution template that has been created to this end. A timeplan for the partners contributions has already been set up during the kick-off meeting. Furthermore, important events and achievements, such accepted papers, important scientific findings, new open source software and organization of dissemination events, will be posted on all social media, to maximize project's visibility. A member from the AUTH team will be responsible for requesting material from partners and ensuring that all essential information is present and up to date. The social media/website contribution template has been created and described in D1.1 "Documentation Standards".

## 5. Conclusions

The project has already set up its major means of communication, namely its website and social media accounts, according to the plan. From now onwards, it will ensure that regular postings will occur and that the website will be always up to date. The project will constantly monitor its dissemination performance (number of visitors, page views, likes, followers, retweets, etc.) and proceed with corrective measures in case they are needed.



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