



European Media and Immersion Lab

D5.2 Create website, social media channels, promotion video for EMIL and open calls

WP 5 – Demonstration, Dissemination and Exploitation

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Abstract
<p>This document accompanies the second Deliverable of WP5T1 <i>Dissemination and communication strategy</i>. WP5T1 consists of the strategy for scientific publications in international journals and conferences, project showcases, thematic workshops and events, European network meetings, a joint project website, various other communication channels such as social media, press releases and newsletters, a project media package as well as promotional material and recordings of events and webinars.</p> <p>The document introduces the structure of EMIL website, social media channels of EMIL and the logo of the project and its use.</p>

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1 Background

D5.2 “Create website and social media channels incl. Promotion video for EMIL and open calls” is the second Deliverable for WP5T1 *Dissemination and communication strategy*, following D5.1 *Dissemination and Use Plan*. WP5T1 runs through the whole duration of the project with D5.1 being led by AALTO and D5.2 being led by FABW with the collaboration of all partners.

The principal objectives of deliverable D5.2 are to inform about EMIL as pan-European laboratory, to promote the two calls for EMIL funding via the website, social media and an initial promotional video, to provide access to all necessary information and documents to apply for EMIL funding via the website, to disseminate lighthouse and FSTP projects activities and communicate and exploit the results of the project as well as strengthen community building and the establishment of a virtual network through website and social media content and videos and social media content. The communication on these platforms will help define how the EMIL network can act as a network of industrial, commercial, and institutional supporters that increases the impact of project results and ensures the longevity of the networked laboratory after completion of the project.

The Project website hosts all official information regarding project objectives and partners, FSTP funding and call information, Lighthouse projects, EMIL network description, in addition to periodic updates and news. Links to Partners' affiliation websites can be found on the start page and specific sub-pages, information about ongoing funded and/or past funded FSTP projects are planned to appear in the Community section. Interactive icons placed in the footer will redirect to several social media accounts (LinkedIn, Facebook and YouTube) targeting more informal, but frequent engagement with industrial, commercial and institutional supporters as well as new users from different industries as well as the general public. Social media content will not only offer additional opportunities for communication and networking between partners and FSTPs, but allow engagement of the general public and exchange of expertise and knowhow sought by the presentation of project results. Both the website and the social media activities will also have an advertising effect of all ongoing EMIL projects – be they Lighthouse or FSTP projects. To this end, the website has a news system that timely announces any novelties within EMIL as well as connects to the social media posts to have a broader outreach.

2 Introduction

The purpose of this document is to provide the rationale of the project website implementation, together with the actual delivery of the initial version of the site at <https://emil-xr.eu/>. The key concepts of the site are outlined; the design concepts illustrated through the template used, the wireframe, and actual screenshots of the site; and other aspects briefly discussed. Besides the website, the document gives an introduction to and screenshots of the different social media channels that EMIL-



XR has set up. The project logo is introduced along with a style guide for its different uses. A promotional video has been created, introducing the core aspects of the project and open calls as well as advertising both website and social media. Given the fact that web content is a gradual process to be adapted, actualized and built upon during the EMIL funding period, all information given in regard to structure and content of the EMIL website in this document is the current status at the time of writing of the Deliverable 5.2 and subject to changes.

3 Website

The EMIL website <https://emil-xr.eu> serves several functions:

- It informs about the project EMIL as a whole, making its goals and objectives clear, describing the consortium and its partners, as well as their core competences, areas of expertise, and facilities.
- It provides applicants for FSTP with all necessary information on application procedures, open calls and the related documents while linking to the application platform.
- It describes the four partners' Lighthouse Projects with clear details and visuals of the technologies they are developing, the new potential they will be bringing to the world of XR, and the range of applications that they will have an impact on.
- It aims at progressively building an informational basis about the EMIL community that should be built from a network of professionals, experts, supporters and funded FSTP projects as EMIL goes forward.
- Additionally, the website will be continuously updated with news on the project, its activities and events, important information on funding procedures as well as updates on funded FSTP projects as they develop.

The general structure is divided into 5 core elements: EMIL, Apply for Funding, Lighthouse Projects, Community (to be added as EMIL's community expands through FSTP projects) and News (Figure 1). In conclusion, the EMIL website is aimed at several target groups - potential applicants for FSTP, funded FSTP projects, the XR community, the general public and professional actors from the industry.

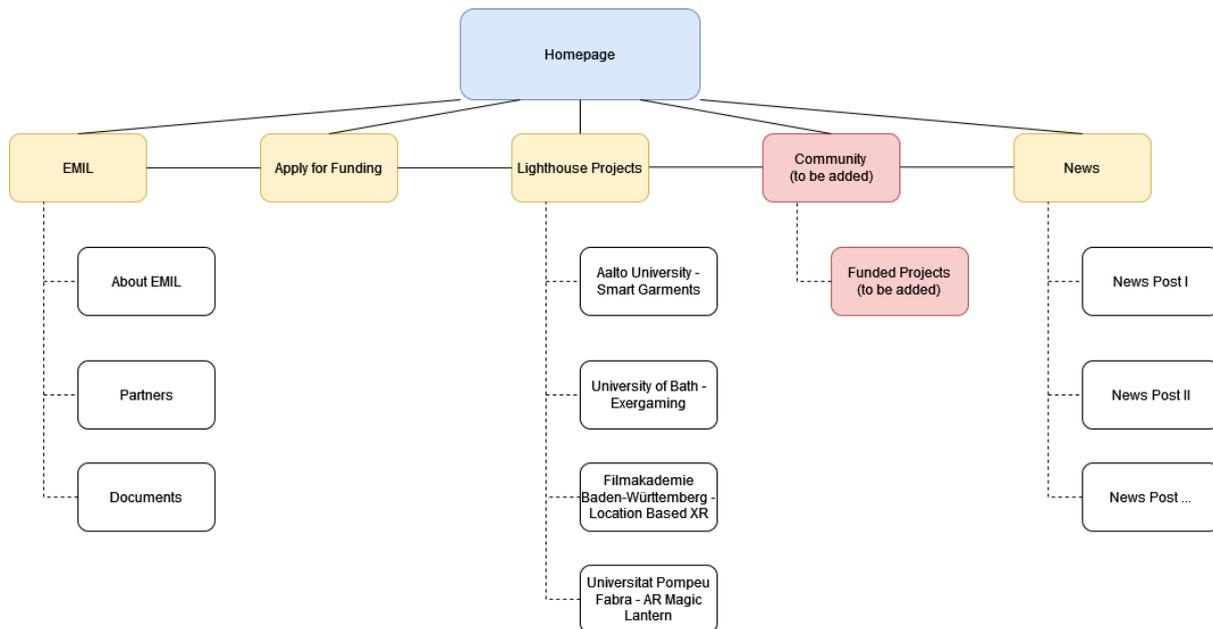


Figure 1 Overview of Website Structure

The EMIL website is designed for clear and structured use - for operation as well as reception. With the Wordpress backend and the Elementor plugin, all partners are provided with access to the website and can easily update and edit in accordance with the consortium. For visitors from all XR target groups, the website aims at providing a comprehensive, yet concise overview of the above-mentioned core aspects. The design therefore is kept simple on purpose, with all central information being offered already in condensed form in the landing page. To provide a coherent and homogenous design approach, the color scheme is mirrored in both website and logo (see also chapter “Logo”) and is based on the main colors of the EU’s Horizon program. All four partners and their information as well as their Lighthouse Projects have been given equal space for parity, images and videos are used where deemed appropriate and to showcase the core competences of the partners. Moreover, we have implemented a variety of accessibility tools on the website’s left-hand side. These include changeable text size, high contrast and readable font for visually impaired users.

The main page highlights a direct call for application linking to the relevant subsection. It also introduces a short description of project EMIL and the most current news articles. Other than that, the main page of emil-xr.eu showcases the consortium’s logo, it provides direct links to EMIL’s social media channels and provides all necessary legal information in the page’s footer. Following the EU and German law, the website is set up to be conform with the GDPR. No personal information is collected. Privacy statement as well as cookie consent are in place. On top of that legal pitfalls like obtaining google fonts from their servers has been prevented. The footer also provides the co-funding logo of both EU and UKRI. In addition, the header of the website offers a search bar to the users and the menu bar with all categories (Figure 2, Figure 3).



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The categories of the website have several subsections to go into additional detail. “EMIL” is divided into “About EMIL”, “Partners”, and “Documents”. These subsections describe the program in more detail, give additional information about the four partners and link to their individual websites as well as providing contact information, and provide visitors with all public documents and deliverables of EMIL. After EMIL as EU funded project in general, the section “Apply for Funding” lies at the core of EMIL (Figure 4). It provides information on the two calls, including e.g. call opening and closing dates as well as one general contact e-mail address call@emil-xr.eu at which non-content-related questions by applicants can be directed to inquire about e.g. eligibility formalities and other. Resulting questions that are of interest to all applicants will in continuation be formatted into an FAQ-subsection to be published as the application process goes forward. “Apply for Funding” also provides the direct link to the separate call website (cf. D2.2) with the submission process. The section “Lighthouse Projects” does not open a drop-down menu on the main page. It leads straight to an overview of the four partners’ lighthouse projects in order to avoid hierarchization and to show all four at once (Figure 5). Moreover, it provides a holistic view of the contributions that EMIL will make within the field of XR. Only then, the user can enter a specific lighthouse project’s subsection to learn more about it. “Community” as future section will be the place for partners and funded projects and will be progressively filled over the duration of EMIL. “News” provides current events, activities, FSTP project information and updates to be fed into by all partners. The subsections will be individual news articles. The website is set up in such a way as to showcase the most current news articles on the main page as well.

The website responsibility as defined in the work plan is obligation of FABW. As the website is subject to change frequently with new information and content, the consortium agrees to not apply any fundamental changes in design and or content as soon as the website is live (30.11.2022). Design and major content changes should be introduced on subpages that are not in live mode and shall be presented in the weekly meetings. Upon agreement among the majority of partners they can be implemented in the live mode immediately. This procedure shall not apply for the following sections of the website: FSTP call information section in responsibility of Aalto, individual Lighthouse projects in responsibility of corresponding partner, partner description and contact information, news section in EMIL Social Media/News Posting Schedule Figure 6.



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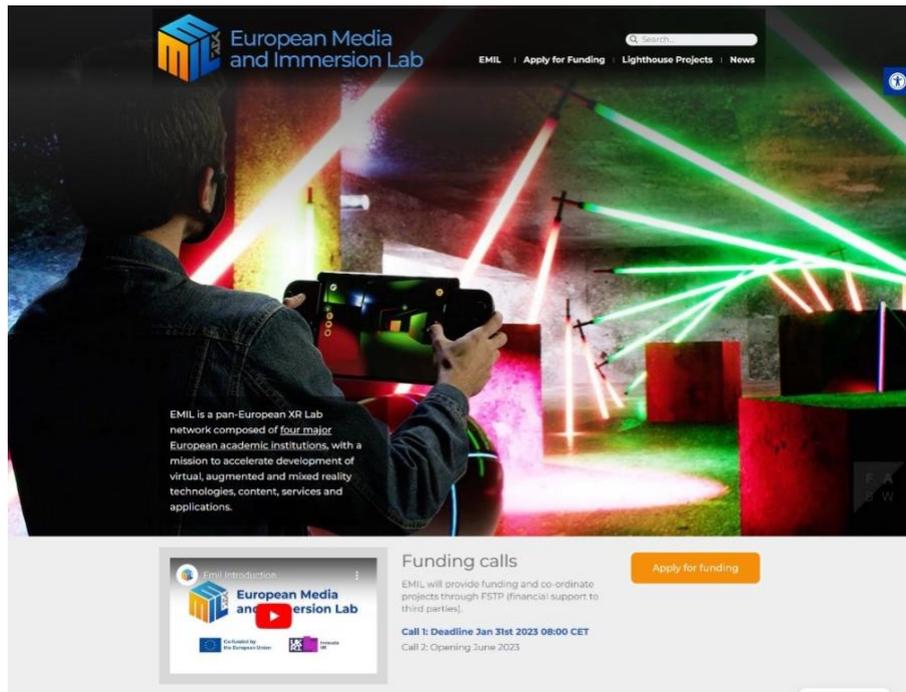


Figure 2 Overview of the Website's Main Page (Nov 28th 2022)

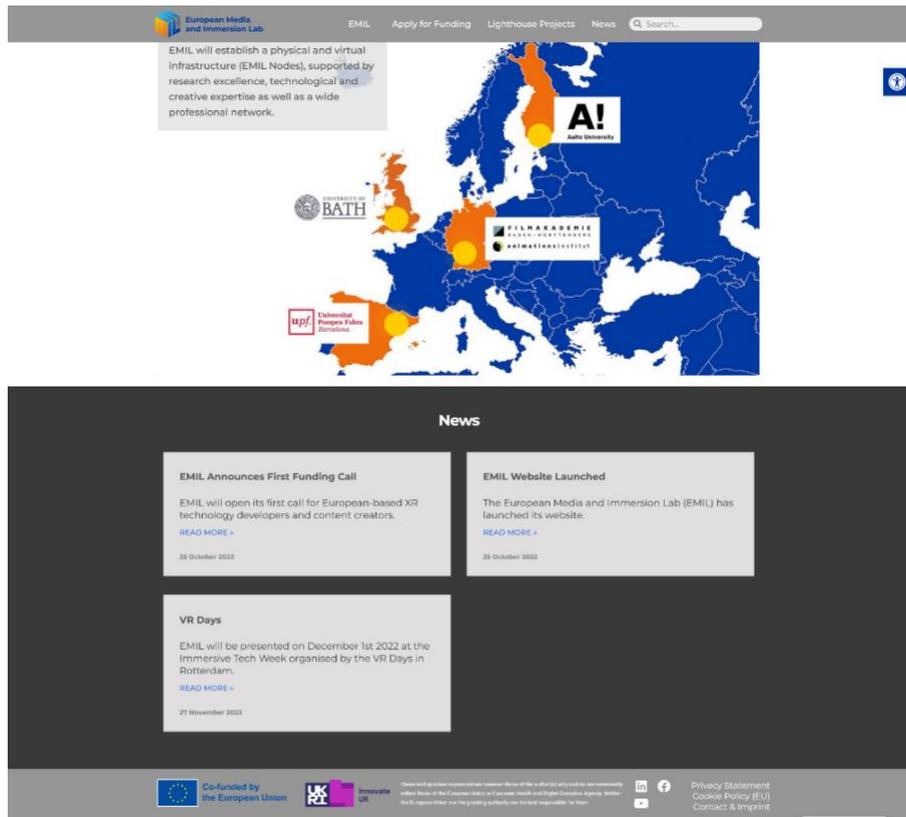


Figure 3 Overview of the Website's Main Page (Nov 29th 2022)



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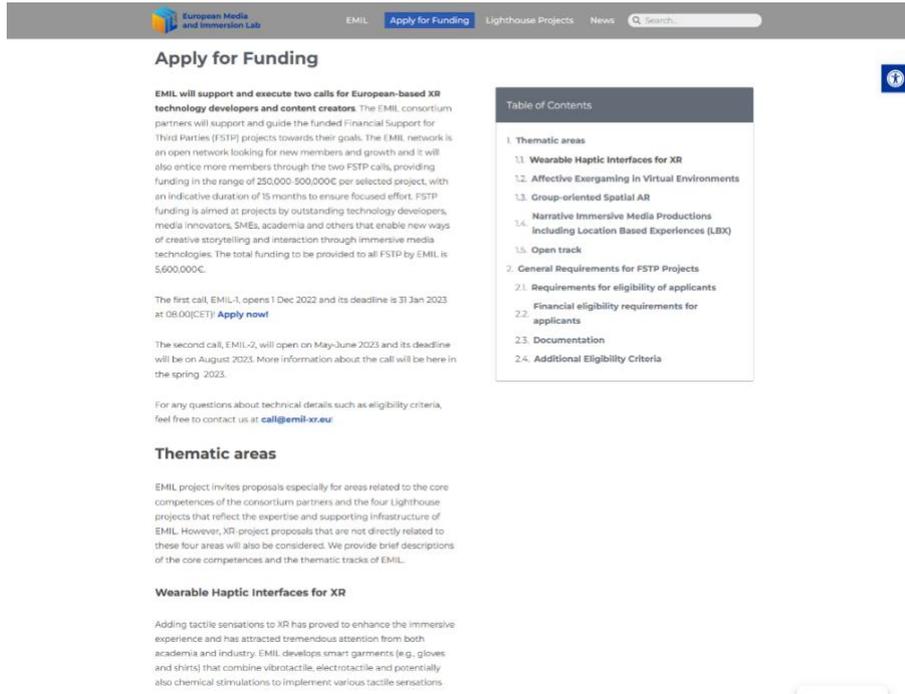


Figure 4 Section "Apply for Funding" on EMIL Website

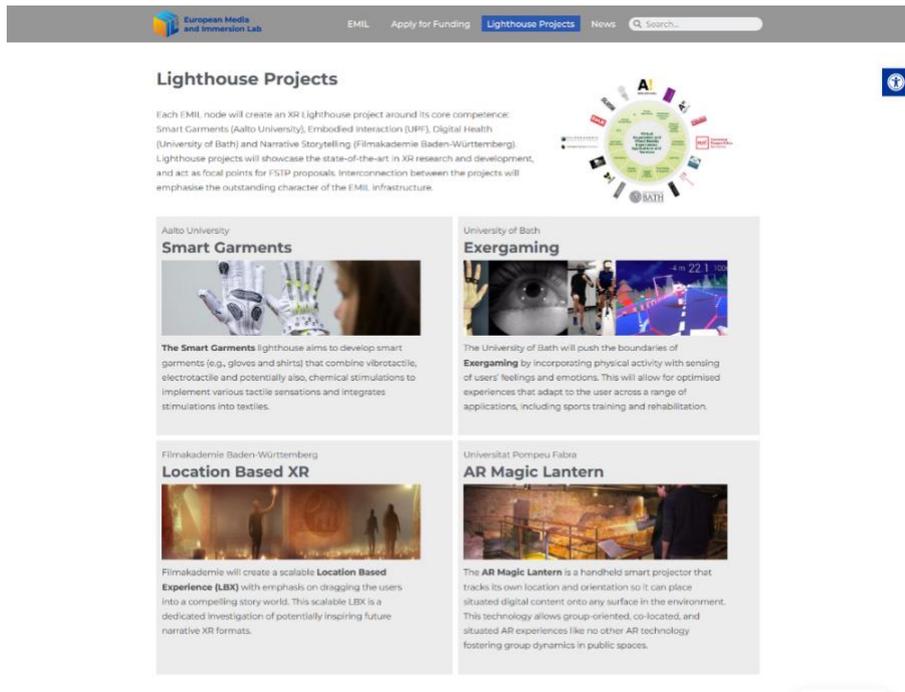


Figure 5 Section "Lighthouse Projects" on EMIL Website



4 Social Media Accounts

A social media presence is essential for any initiative, project or company in this day and age. As the Statista Content Marketing Trend Study 2022 revealed, almost all companies now use social media as part of their content marketing mix¹. Particularly popular are LinkedIn for B2B and Facebook for B2C. But YouTube, Xing, Instagram and Twitter are also being used diligently in the B2B sector to be visible to their own target group. However, few companies have discovered the benefits of Pinterest, WhatsApp, TikTok and Snapchat. According to Statista, there were around 4.6 billion social media users worldwide in January 2022 - that's more than 50% of the entire global population and 400 million more than in the previous year.

EMIL Social Media/News Posting Schedule

2022						2023						2024						2025						
Week	FABW	Aalto	UB	UPF		Week	FABW	Aalto	UB	UPF		Week	FABW	Aalto	UB	UPF		Week	FABW	Aalto	UB	UPF		
Week 48	x					Week 36				x		Week 23		x				Week 10			x			
Week 49		x				Week 37	x					Week 24			x			Week 11				x		
Week 50			x			Week 38		x				Week 25				x		Week 12						
Week 51				x		Week 39			x			Week 26	x				x	Week 13						
Week 52				x		Week 40				x		Week 27		x				Week 14						
Christmas Break						Week 41	x					Week 28			x			Week 15						
2023						Week 42		x				Week 29					x	Week 16						
Week 1	x					Week 43			x			Week 30	x					Week 17						
Week 2		x				Week 44				x		Week 31		x				Week 18						
Week 3			x			Week 45	x					Week 32			x			Week 19						
Week 4				x		Week 46		x				Week 33				x		Week 20						
Week 5	x					Week 47			x			Week 34	x					Week 21						
Week 6		x				Week 48				x		Week 35		x				Week 22						
Week 7			x			Week 49	x					Week 36			x			Week 23						
Week 8				x		Week 50		x				Week 37				x		Week 24						
Week 9	x					Week 51			x			Week 38	x				x	Week 25						
Week 10		x				Week 52				x		Week 39		x				Week 26						
Week 11			x			Christmas Break						Week 40			x				Week 27					
Week 12				x		2024						Week 41				x			Week 28					
Week 13	x					Week 1					x	Week 42	x					Week 29						
Week 14		x				Week 2	x					Week 43		x				Week 30						
Week 15			x			Week 3		x				Week 44			x			Week 31						
Week 16				x		Week 4			x			Week 45				x		Week 32						
Week 17	x					Week 5				x		Week 46	x				x	Week 33						
Week 18		x				Week 6	x					Week 47		x				Week 34						
Week 19			x			Week 7		x				Week 48			x			Week 35						
Week 20				x		Week 8			x			Week 49				x		Week 36						
Week 21	x					Week 9				x		Week 50	x					Week 37						
Week 22		x				Week 10	x					Week 51		x				Week 38						
Week 23			x			Week 11		x				Week 52						Week 39						
Week 24				x		Week 12			x			Christmas Break						Week 40						
Week 25	x					Week 13				x		2025						Week 41			x			
Week 26		x				Week 14	x					Week 1				x		Week 42				x		
Week 27			x			Week 15		x				Week 2						Week 43	x					
Week 28				x		Week 16			x			Week 3	x					Week 44		x				
Week 29	x					Week 17				x		Week 4		x				Week 45						
Week 30		x				Week 18	x					Week 5				x		Week 46						
Week 31			x			Week 19		x				Week 6						Week 47						
Week 32				x		Week 20			x			Week 7	x					Week 48						
Week 33	x					Week 21				x		Week 8		x				Week 49						
Week 34		x				Week 22	x					Week 9			x			Week 50	x					
Week 35			x									Week 10						Week 51						

Figure 6 Overview of Posting Schedule

EMIL will make use of social media’s capability to spread information about FSTP funding, EMIL itself and its Lighthouse and FSTP projects. Taking into consideration the constant flux of the social media landscape, the initially chosen and subsequently introduced EMIL accounts on three platforms may experience adapting during the project’s 30 months runtime. At this point in time, EMIL aims at providing information to its target groups of professionals, industry experts, potential FSTP applicants, academic institutions, press and general public through the following three popular platforms. To



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achieve a continuous update flow on the social media presences, the EMIL partners have agreed to a minimum of one weekly posting on the accounts with each partner taking turns. The schedule for 2022 and early 2023 is depicted in Figure 6.

4.1 Facebook Page

Facebook: We have set up a Facebook page at the following link:

<https://www.facebook.com/emil.xr.eu/>. The screenshot provided (Figure 7) shows the Facebook page as it can be currently seen.

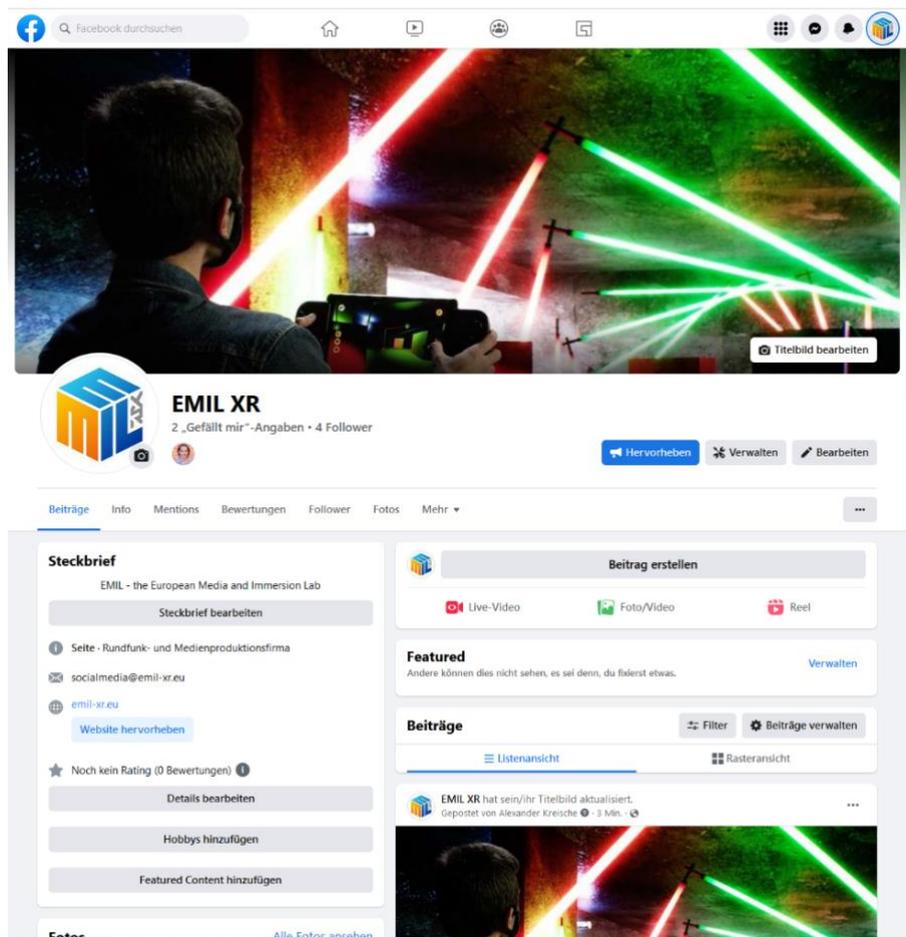


Figure 7 EMIL Facebook Page

We decided to represent EMIL on Facebook, as it is still one of the most popular social networks with billions of daily users worldwide. In the third quarter of 2022, the number of monthly active Facebook users rose again to 2.96 billion. Therefore, the Facebook company page offers a good platform to support the project's presence on social media along with the option to provide important information and to share regular news about results, partners and project developments. The Facebook company page also has many functions that are not available to private profiles on Facebook. These include Insights for the evaluation of posts, target groups, etc., but also the option to set up call to action



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buttons and many other tools that can prompt users to visit the EMIL website or the websites of all partners, lighthouse and FSTP projects.

Facebook Insights help tailor the project's online presence even more precisely to target groups. They provide data and information about which posts perform particularly well or not so well and about the target groups behaviour (e.g. when they are online most often and whether your posting behavior aligned with that).

In addition to the classic sharing of photos and articles, video content is very relevant and particularly popular with the algorithms of social networks and currently achieve a high reach. Along with individual and group chat functions, event groups and comment sections of each post can be used for direct communication with the general public.

The Facebook page will be periodically updated (content from one partner at a time each week) with news about events, open calls, publications, and papers, and of course pictures and videos of all projects, with the aim of obtaining as many followers as possible, engaging a wider audience and redirect interested users to the Project website.

4.2 LinkedIn Company Page

As shown below (Figure 8), we have also created a LinkedIn Company page under the following link: <https://www.linkedin.com/company/emil-xr>

LinkedIn is focused on providing a professional networking experience that encourages members to engage with people and topics they value in a professional context or whilst searching for job opportunities and professional events within different industries. Content can be presented on the company's page feed as a post or as an event. Access to private messaging, as well as groups can be used in order to answer questions or send further information for all users interested in open calls and in order to engage in fruitful discussions with other experts in fields related to XR.



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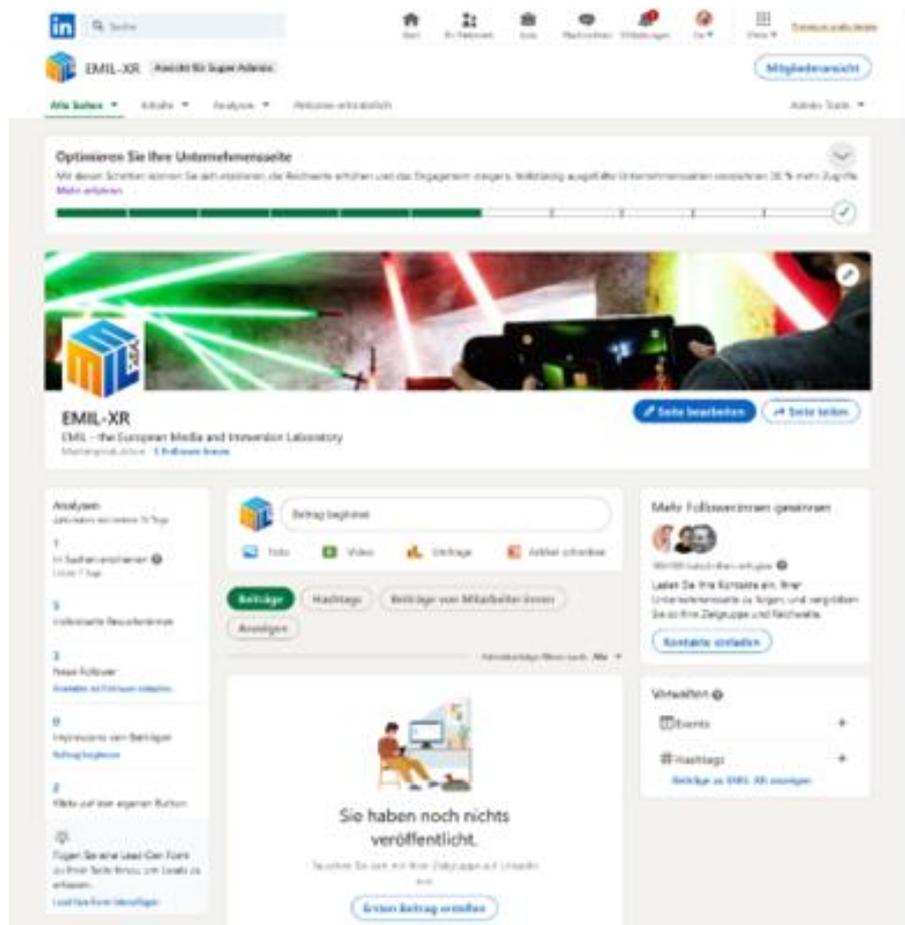


Figure 8 EMIL LinkedIn Page

A link to the Project website can be embedded on the LinkedIn page in a visible position right next to the “Follow“ button, so that visitors can easily access both the webpage and the LinkedIn page.

As the dissemination of results, knowhow and data will be performed by EMIL within the consortium, the Lighthouse projects, the FSTP projects and towards professional interest groups as well as the general public as a continuously ongoing process during the funding period, increasing the visibility of EMIL within professional networks of experts and industry professionals is one of the main purposes of the LinkedIn page. The option to invite followers, who are already connected to LinkedIn profiles of EMIL and Lighthouse partners is very valuable within this context and can help to obtain a wide reach and new followers within a short amount of time.

4.3 YouTube Channel

We have also created a YouTube channel <https://www.youtube.com/@EMIL-XR> (Figure 9) where all promotional videos related to EMIL-XR will be uploaded along with potential future recordings of the progress of the partner’s Lighthouse projects and the funded FSTP projects, scientific, industrial and social events, workshops or project trailers as well as insights into XR workflows.



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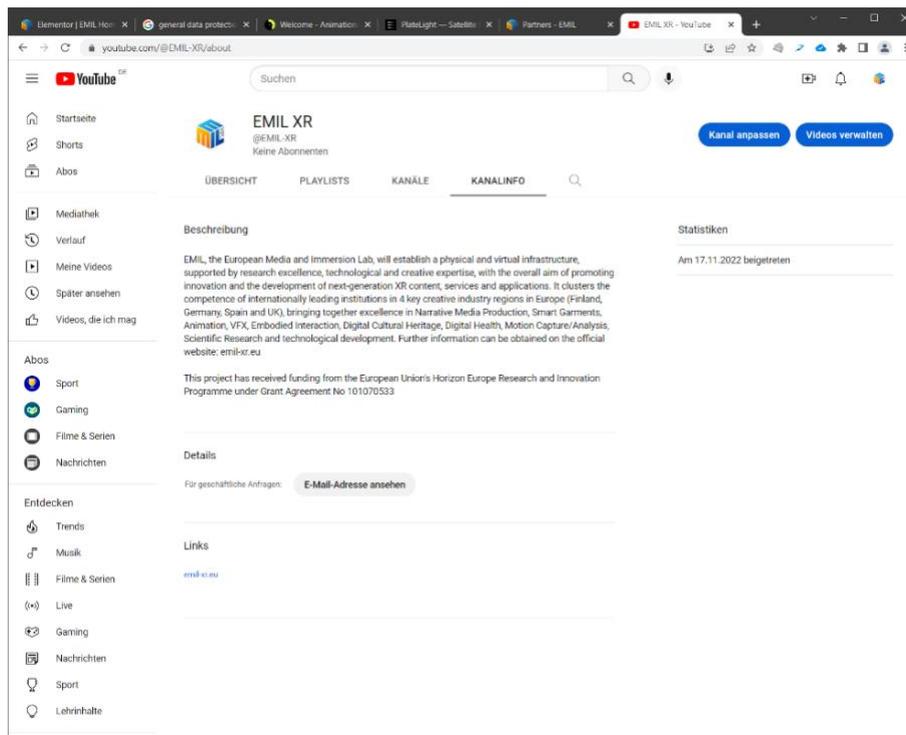


Figure 9 EMIL YouTube Channel

The video platform YouTube is also one of the first of its kind and very well established within the media community. Founded in 2005 and a subsidiary of Google since the end of 2006, it has more than two billion users worldwide every month, according to Statista. Users can subscribe to YouTube channels and post likes and comments. The videos published there can be easily integrated into general corporate communications and shared on various social networks. YouTube videos can also easily be embedded on websites. Presentations, slideshows and animated infographics are also suitable for uploading to the video portal. An important aspect is that users don't have to log in to watch videos on YouTube. Therefore, the video platform is also very popular as an alternative search engine and has the potential to reach people of different age groups and backgrounds. The publication of results and reports about ongoing EMIL process will take place periodically and aims at reaching students, professionals, media networks and the general public, especially those who are already following one of the YouTube channels the four partners, as EMIL YouTube videos can easily be published on these as well.

5 Project Logo

The EMIL logo has been designed with the goal of hinting towards the 3-dimensional nature of extended reality, visualized through a 3D cube. The letters E-M-I-L, utilizing the EU colour scheme, form the shape of the cube while the project name is extended with the suffix XR to amplify the focus on extended reality of the project. It also aligns with the website URL emil-xr.eu. While gradients were used in the main logo, there is also a version for special occasions that only uses the 3 main colours:

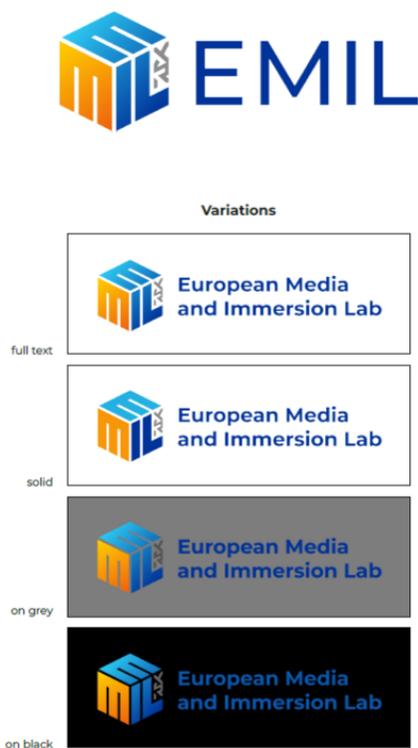


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blue, orange, gray (Figure 10). Versions for different backgrounds have been developed and the logo also has versions with the full name “European Media and Immersion Lab” in full writing beside the graphical element. The design’s different applications and a font that is in use at the moment on the project website have been laid out in a style guide (Figure 11).



Figure 10 EMIL Logo Design



Fonts

- Montserrat Black
- Montserrat Bold
- Montserrat Medium
- Montserrat Regular
- Montserrat Light

Colours

sRGB | Coated FOGRA39 | Hex

	RGB 0 51 153 CMYK 1.00 0.84 0.08 0.00 Hex #003399		RGB 45 204 244 CMYK 0.64 0.00 0.05 0.00 Hex #2DCCF4
	RGB 238 97 16 CMYK 0.00 0.72 0.98 0.00 Hex #EE6110		RGB 255 204 0 CMYK 0.00 0.20 0.93 0.00 Hex #FFCC00
	RGB 155 155 155 CMYK 0.40 0.31 0.32 0.10 Hex #9B9B9B		

Figure 11 EMIL Design Style Guide



6 Promotion Video

In order to efficiently and transparently announce and communicate the goals of the EMIL project early on, Filmakademie Baden-Württemberg (FABW) has produced a promotional video for EMIL. The video features material from all partners, highlighting the diverse expertise across all EMIL nodes, ranging from Narrative Media Production to Smart Garments, Animation, VFX, Embodied Interaction, Digital Cultural Heritage, Digital Health, Motion Capture/Analysis, Scientific Research and technological development. The call's main objectives are introduced as well as the target groups of future applicants and the idea to form a pan-European network for XR. The video also promotes the two calls for funding of FSTPs and highlights the funding range that will be given to each FSTP grantee, as well as the total sum provided by the EU through the Horizon Europe program. The video is being published together with the opening of the first call on the project website and social media and YouTube channels and will also be used in conferences and presentations to promote EMIL and attract potential applicants. Following below are some impressions from the video (Figure 12):



