



# PHYSICS

OPTIMIZED HYBRID SPACE-TIME SERVICE CONTINUUM IN FAAS

## D7.1 – WEB PRESENCE

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<sup>1</sup> Lead Beneficiary, Contributor, Internal Reviewer, Quality Assurance

<sup>2</sup> Can be left void

## LIST OF ABBREVIATIONS

<b>CSP(s)</b>	<b>Cloud Service Provider(s)</b>
<b>DoA</b>	Description of Action
<b>KPI</b>	Key Performance Indicator
<b>FaaS</b>	Function as a Service
<b>UTM</b>	Urchin Tracking Module

## EXECUTIVE SUMMARY

PHYSICS empowers European CSPs (Cloud Service Providers) to exploit the most modern, scalable cost-effective cloud model (i.e., Function as a Service (FaaS)), operated across multiple service & hardware types, provider locations, edge and multi-cloud resources. To this end, it applies a unified continuum approach, including functional & operational management across sites and service stacks, performance through the relativity of space (location of execution) & time (of execution), enhanced by the semantics of application components and services.

In order to successfully disseminate and make available PHYSICS's results, dissemination activities and communication of results during the whole project implementation are important to be presented to the public. Thus, dissemination and communication activities will take place during the three (3)-years duration of the project.

This particular deliverable is reporting every tactic that was implemented in the first two (2) months since the project's launch in January 2021, where the dissemination work of the project focused on setting up the main web channels of the project, but also on populating them with initial content. It includes the setup of the needed communication channels (i.e., web site and social media channels), the communication strategies in each medium and the visual identity that was created for the PHYSICS project. It also contains an initial plan for all the activities that will take place in the upcoming months. In order to achieve the project's ambitious targets and to take into account the evolution of the project's developments and results this plan will be continuously updated. Further communication, dissemination and standardization plans and activities will be reported in a series of public deliverables (D7.2, D7.3 and D7.4) that will be released at the end of each full year of the project (M12, M24 and M36).

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# 1 INTRODUCTION

The scope of this first WP7 deliverable (D7.1) is to present following:

- The communication channels that have been set up to establish the project's web presence, including the project's website and the social media channels of the project (i.e., Twitter, LinkedIn).
- The initial set of materials that has been produced to show the visual identity of the PHYSICS project as well as the initiation of communication materials introduced in the first two (2) months. . These materials will serve as a basis for implementing the project's branding strategy. They were already used when establishing the project's web channels.
- The project's dissemination and communication mechanisms, which will allow the project to achieve its ambitious dissemination and communication targets.

In essence, this deliverable illustrates how the project established its web presence and provides an overview of the branded dissemination and communication materials that have been created during the first two (2) months of the project. In addition, this deliverable describes all the required procedures for setting up the communication channels of the project, referring mainly to the website and the social media of the project and designing all the printed materials, referring to the project's flyer and posters.

More specifically, the structure of the deliverable is as follows:

- Section 2 provides information about the logo and the branding of the PHYSICS project. What is more, the established digital communication channels and the printed material are presented.
- Section 3 includes screenshots of both the digital platforms and the printed materials. The strategy of the social media accounts is also included here.
- Section 4 includes the content strategy. More specifically, this section provides the KPIs, the content items, the target audience, the channels of the project communication and the content calendar that every researcher is required to complete.
- Section 5 contains all the implemented templates of the project, which will be used for the context of the project's presentations and deliverables.
- Section 6 is the final section of the deliverable, which provides conclusions of the deliverable, followed by a table with the next steps of PHYSICS's dissemination approach.

## 2 LOGO BRANDING

### 2.1 Logo

The communication of the project begins with PHYSICS's logo creation. The purpose of the PHYSICS's logo (as it is depicted in Figure 1) is to give a visual representation of the project and to build a specific brand identity. In PHYSICS, the logo is a combination mark which combines an abstract logo and the written name of the project in its design. The abstract logo represents the edges that are being used according to the PHYSICS project. The name of the project is written next to the abstract logo to ensure it is easily recognized by everyone.

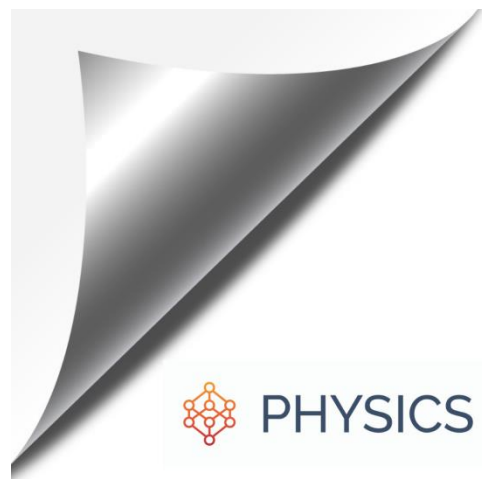


*Figure 1: PHYSICS Logo Presentation.*

### 2.2 Project Branding Materials

#### 2.2.1 Logo Creation and Selection

Considering all the aforementioned, the logo creation is the beginning of the PHYSICS project. The goal of building a strong brand identity therefore becomes topic of great importance as it represents the "personality" and brand image of the PHYSICS project.



*Figure 2: PHYSICS Logo*

The process of creating the projects logo involved the formulation of several logo proposals from a professional creative designer. Five selected (short-listed) proposals were provided to the PHYSICS partners for voting (see Figure 3 for the proposals that were not selected). The final logo selection (Figure 2) was based on a voting process, where each partner had a single vote.



*Figure 3: Other PHYSICS Logo Proposals (not selected).*

### 2.2.2 Branding of PHYSICS Use Cases

PHYSICS's applications cover three (3) major areas of European everyday life and economic activity, including **eHealth**, **Smart Agriculture** and **Smart Manufacturing** scenarios (as depicted in Figure 4). Each one of these pilot studies have therefore been branded, using specific icons for each scenario, which represent each discrete topic. Furthermore, a careful selection of background images was made in order to suitably reflect every use case.

The previously mentioned applications stand to benefit significantly from the PHYSICS's approach in terms of agility and adaptation to more advanced computing models and distributed edge/cloud modes of deployment.



*Figure 4: Branding of the three (3) Use Cases: eHealth, Smart Agriculture, and Smart Manufacturing.*

### 3 PHYSICS COMMUNICATION CHANNELS

#### 3.1 Website

The highest priority in order to communicate the PHYSICS project was to create a professional website (<http://physics-faas.eu/>) (see Figure 5 for the *Home* page). The importance of a functional website is vital for presenting the whole content of the project in a platform. After the first month of the project (M1), the website was launched featuring the presentation of PHYSICS, the project’s services and pilot cases, the *Blog* section, the partners, as well as a communication form that allows an instant communication. Subsequently, at the beginning of the second month of the project (M2), we added some introductions such as a contact form with a call to action to subscribe to the project’s newsletter and a pop-up window for cookies approval, which will be finalized by the end of the month.

To this end, it should be noted that the website’s structure will be completed by the start of the fourth month of the project (M4). In the dedicated section *Resources* there will be another category, hosting the videos of the project.

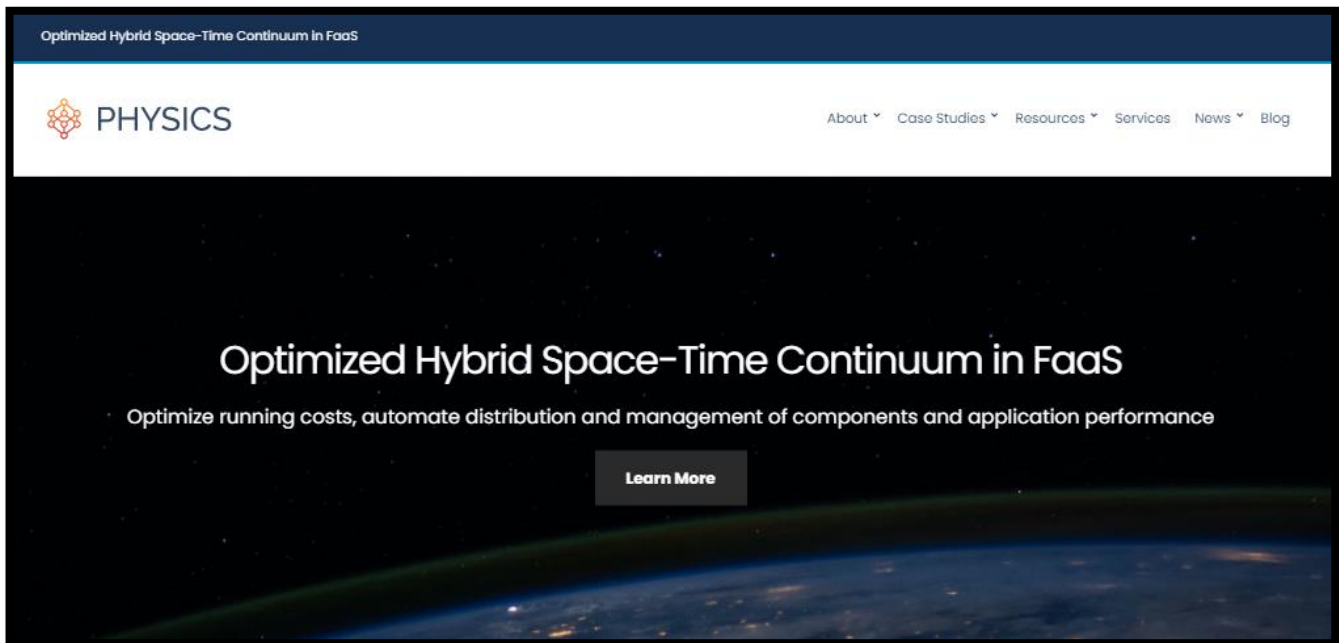


Figure 5: Website Home page.

In deeper detail, the *Architecture* Site section includes the hierarchy of all the including pages of the website (as it is depicted in Figure 6), where the users can find the content that they are searching for.

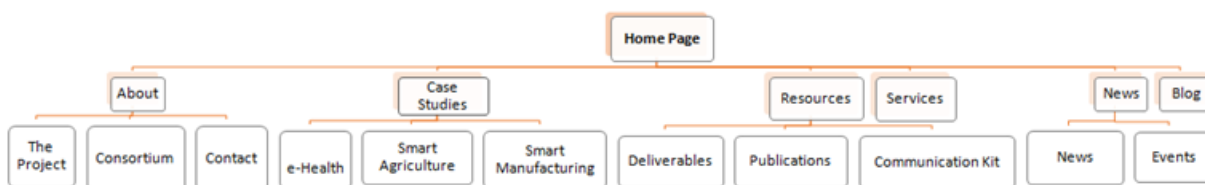


Figure 6: PHYSICS Site Map (Top Level Pages).

## 3.2 Social Media

A unique strategy of each social medium or communication channel was created in order to maximize the results of each medium / channel.

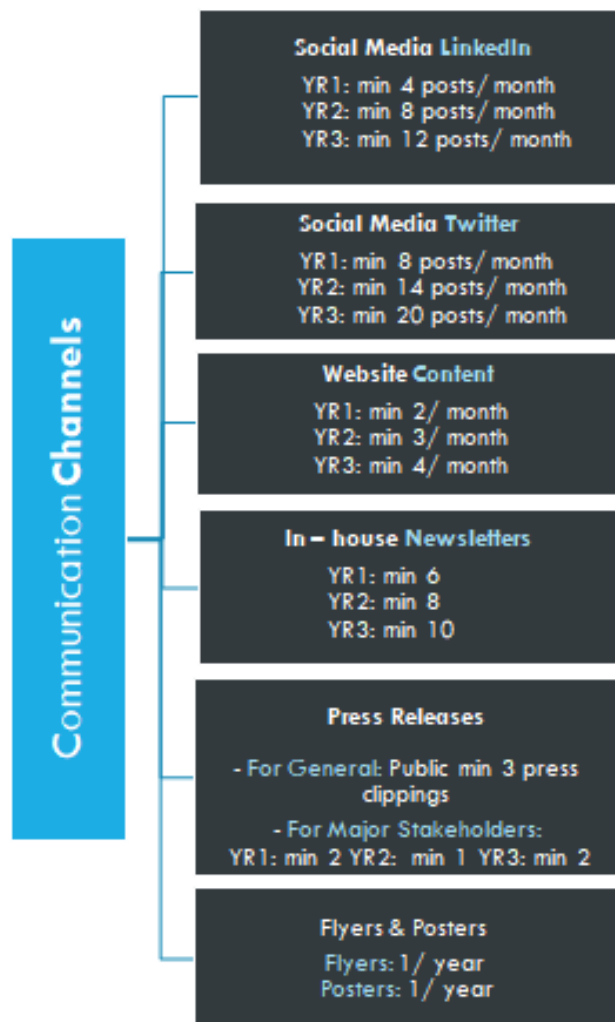


Figure 7: Overview of PHYSICS Electronic Communication Channels and Related Digital Materials.

### 3.2.1 Twitter

The Twitter account of the project, **@H2020Physics** (Figure 8) was created at the beginning of the second month of the project and has as primary goal to raise awareness and build a community, which will be engaged in every project's post.

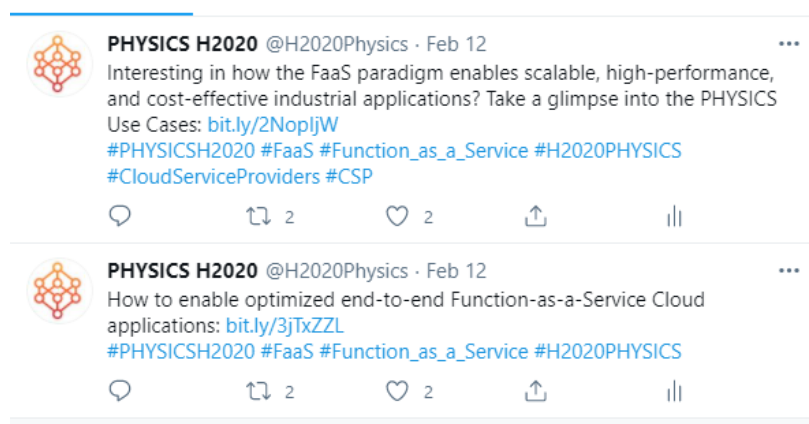


Figure 8: Twitter Account for the PHYSICS project (@H2020Physics) and Sample Posts.

The **monthly** strategy in this medium, for the **first year** of the project includes:

- Eight (8) posts according to the planned schedule that will be increased at events, webinars or specific initiatives.
- Retweets on five (5) days per week, from specific accounts such as **@WIREDScience**, **@TechCrunch**, **@WIRED**, **@thecloudcastnet**. The Twitter PHYSICS account also follows related accounts, such as **@EU\_Commission**, **@CnectCloud**, **@DSMeu**, the accounts of the project partners and more.

After deepening in the project, some relevant hashtags were created that are included in the project's social media posts, in order to increase the organic reach. These are hashtags referred to:

- **#PHYSICSH2020**
- **#FaaS**
- **#Function\_as\_a\_Service**
- **#H2020PHYSICS**
- **#CloudServiceProviders**
- **#CSP**
- **#cloudcomputing**

Additional hashtags will be considered during the evolution of the dissemination strategy of the project and based on feedback and analytics from the execution of the strategy (e.g., which tags are successful in creating positive traction and impact).

### 3.2.2 LinkedIn

The LinkedIn account of PHYSICS was created at the beginning of the second month of the project (M2), having as a primary goal to raise awareness, attract participants to the project's events and establish a wide community.

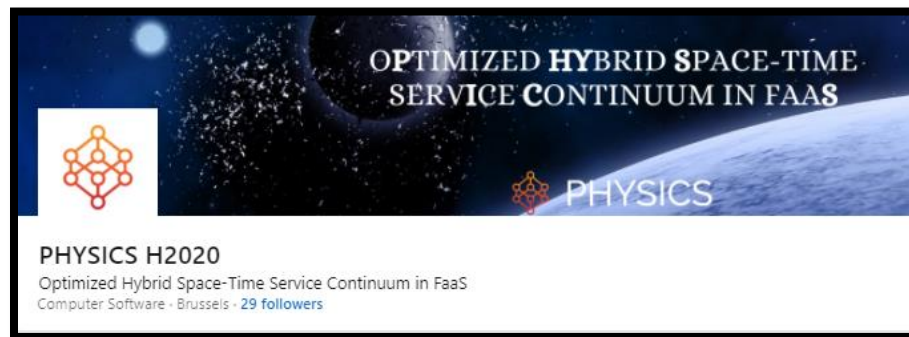


Figure 9: Header of the Project's LinkedIn Page.

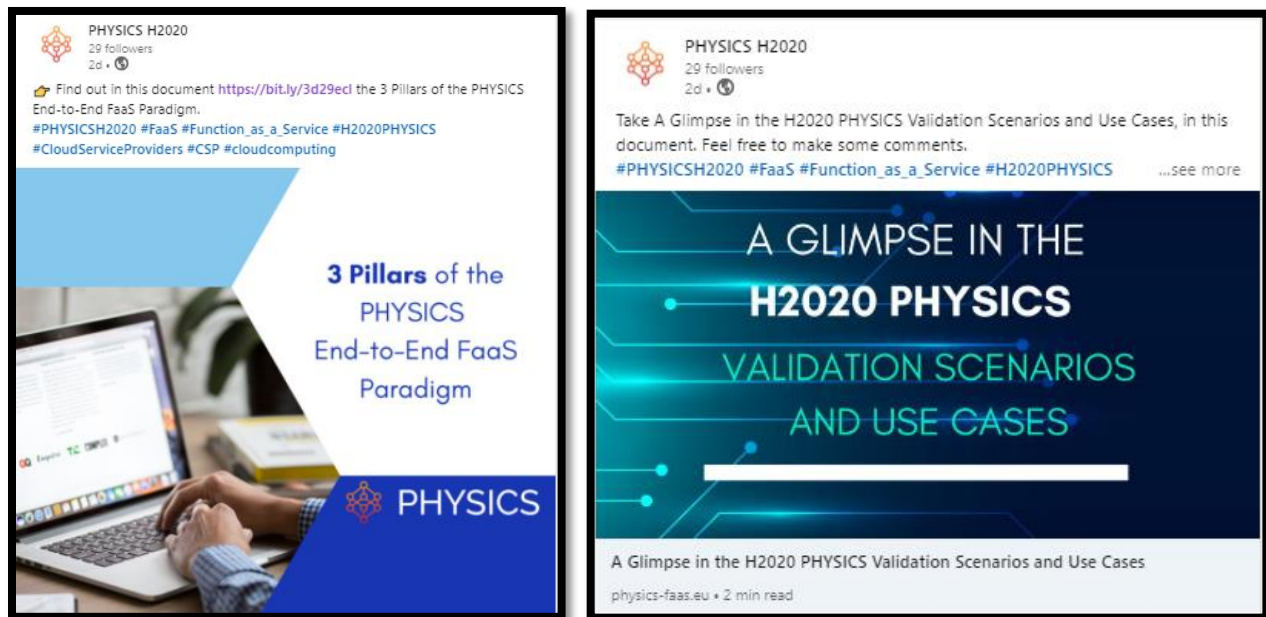


Figure 10: Sample LinkedIn Posts.

The **monthly** strategy in this medium, for the **first year** of the project includes following:

- More than four (4) posts according to the schedule, which will be increased during events, webinars or certain initiatives.
- Reposts on more than five (5) days per week, from specific related accounts such as **WIRED, Tech Crunch**.

After deepening in the project, some relevant hashtags were created that are being included in project's social media posts, in order to increase the organic reach. These are hashtags referred to:

- **#PHYSICSH2020**
- **#FaaS**
- **#Function\_as\_a\_Service**
- **#H2020PHYSICS**
- **#CloudServiceProviders**
- **#CSP**
- **#cloudcomputing**

Additional hashtags will be considered during the execution and evolution of the dissemination strategy.

### 3.3 Newsletter

The communication strategy of PHYSICS also includes creating newsletters. Initially, according to the necessities, a mailing list was created with the majority of all the interested users. When this mailing list will reach a wider following, the newsletter activities will begin. We plan to send a total of **six (6) Newsletters in the first year**, where the topic range will be use cases, events, and results.

### 3.4 Flyer

PHYSICS's goal is to create an effective flyer, which will contain all the necessary information of the project. Moreover, one major priority was to create a flyer that would carry over the brand identity of the project.

Specifically, the flyer raises awareness both on its front and its back pages:

- Front Page (see Figure 11):
  - Target Persona.
  - The aim of the PHYSICS project.
  - Consortium.

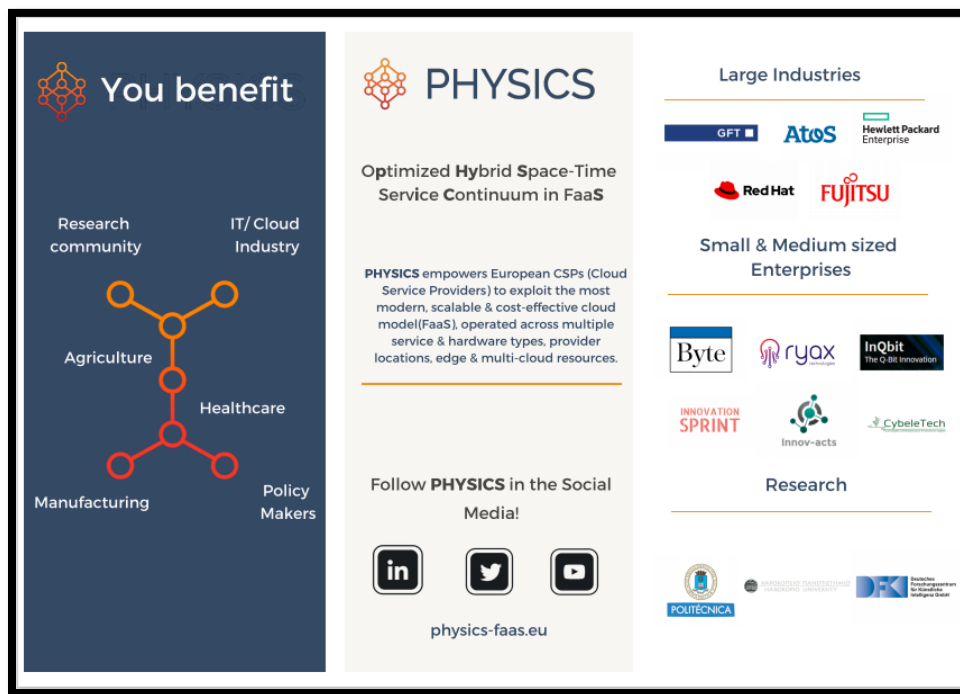


Figure 11: Front Page of the PHYSICS Flyer.

- Back Page (see Figure 12):
  - Use cases / Scenarios.
  - What the PHYSICS project will deliver.
  - The expected impact.

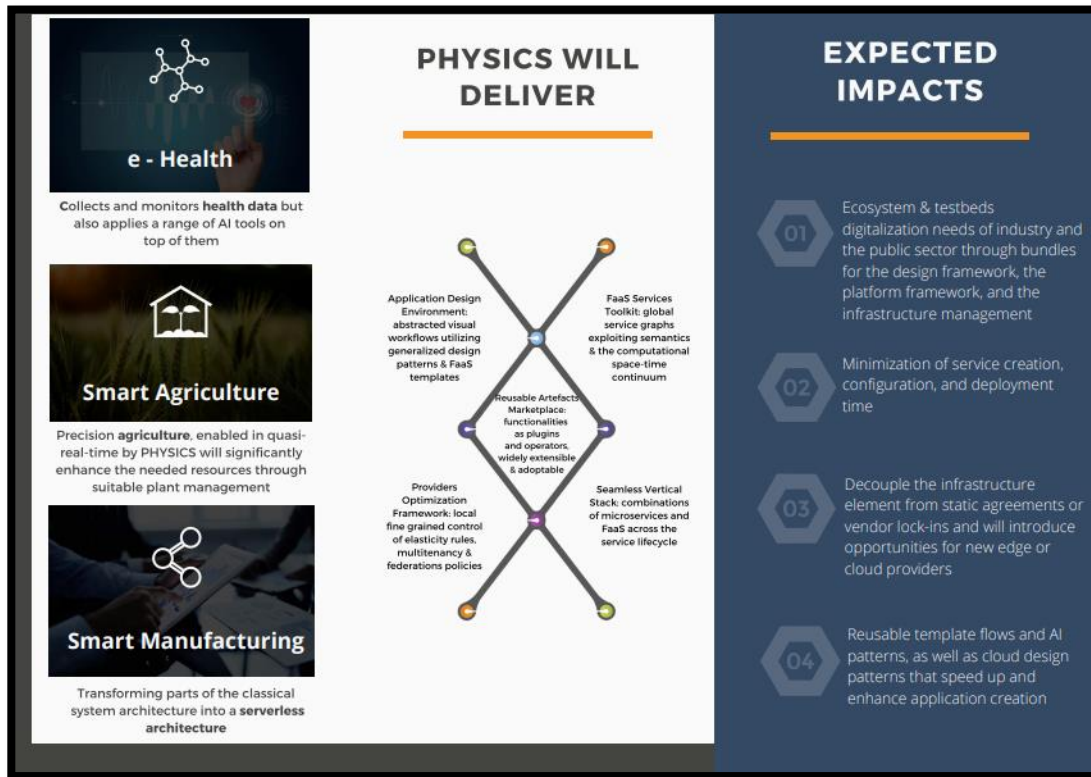


Figure 12: Back Page of the PHYSICS Flyer.

### 3.5 Poster

PHYSICS’s goal is also to create a poster, which will contain the main presentation of the project to be used in live events (see Figure 13).




Figure 13: PHYSICS General Poster.

### 3.6 Videos

An official PHYSICS YouTube account/channel will be created during the third month of the project (M3), which will be used for uploading videos such as interviews of researchers, in progress videos of the project, etc. These videos will be shared on the Social Media channels (LinkedIn, Twitter), whilst they will be embedded on the website pages as well.

### 3.7 Press Release


The PHYSICS's press release was published after the Kick-Off online meeting that took place at the beginning of the project, and it was shared with partners to Social Media channels in the middle of the second month of the project (M2).



## PHYSICS

Kick – Off – Meeting

Press - Release




The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement no 101017047

The Kick-Off Meeting of the H2020 PHYSICS Project took place virtually, in January 18<sup>th</sup> and January 19<sup>th</sup> 2021. For almost two full days, the consortium partners had the opportunity to identify some of the main research topics and innovation areas of the project. The meeting included mini technical-workshops, which enabled the partners to discuss in depth some of the core scientific areas of the project, including the semantic descriptions for FaaS services, the programming environments for FaaS developers and the cloud infrastructure for the optimal distribution and allocation of cloud functions. Emphasis was put on the presentation of the industrial use cases of the project and the ways they can benefit from the FaaS developments of the project.

H2020 PHYSICS is an EC funded project (GA Number: 101017047), which aims at delivering a complete vertical solution for Function-as-a-Service deployment, which will enable:

H2020 PHYSICS is an EC funded project (GA Number: 101017047), which aims at delivering a complete vertical solution for Function-as-a-Service deployment, which will enable:


- Cloud Service Providers (CSPs) to offer advanced cloud application design environments to their main end customers (Application Developers) to create workflows of their applications, exploiting generalized Cloud design patterns for functionality enhancement with existing application components, easily designed and reused through intuitive visual flow programming tools (CSP Cloud Design Environment)
- Platform-level functionalities to be easily incorporated by providers in order to translate the created application workflows to deployable functional sequences, based on the Function as a Service model, optimizing their placement across the Cloud computing domain and exploiting the computational space-time continuum as well as advanced semantics for the definition of a global service graph (CSP Optimized Platform Level FaaS Services Toolkit).



## PHYSICS

Kick – Off – Meeting

Press - Release



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- Provider-local resource management mechanisms that will enable providers to offer competitive and optimized services with extended interfaces offering local fine-grained control of elasticity rules and policies, while applying a holistic set of provider-local strategies based on a wide set of controlling techniques and tackling key aspects of multitenancy (CSP Backend Optimization Toolkit).

The PHYSICS Consortium consists of the following organizations:

- GFT Italia S.r.l., Italy
- Atos IT Solutions And Services Iberia, Spain
- Hewlett Packard Italiana S.r.l., Italy
- Red Hat Israel Ltd., Israel
- Fujitsu TDS GmbH., Germany
- Byte Computer, Greece
- Ryax Technologies, France
- InQBit, Romania
- Innovation Sprint Sprl, Belgium
- Innov-Acts Ltd, Cyprus
- CybeleTech, France
- Universidad Politecnica de Madrid, Spain
- Harokopio University, Greece
- German Research Center for Artificial Intelligence, Germany

Figure 14: PHYSICS Press Release.

## 4 CONTENT STRATEGY

### 4.1 Targets

The following tables are presenting the target KPI's for communication (Table 1), dissemination and stakeholders engagement. Note that the tables represent the contractual obligations of the project as listed in the PHYSICS Description of Action (DoA).

*Table 1: Communication KPIs.*

Measure	Goal	Activities	Target KPI
Monthly Web content	Regular information updates with <b>SEO-driven approach</b>	Identify and publish new content on a regular basis	YR1: min. 2/month YR2: min. 3/month YR3: min. 4/month
In-house newsletters	Different stakeholders are properly informed in a timely manner	Produce and <b>circulate monthly newsletter based on stakeholder targets</b>	YR1: min. 6 YR2: min. 8 YR3: min. 10
Promotional material, including video content	Specific audiences receive <b>tailored and timely messages</b>	Design and produce focused material (for stakeholders / events)	YR1: min. 3 YR2: min. 6 YR3: min 12
Press releases for major stakeholders	Raise interest and recruit demand/supply side actors	Produce press releases targeting different media channels	YR1: min 2 YR2: min 1 YR3: min 2
Press releases for general public	Raise interest amongst non-specialized audiences	Lightweight article targeting non-specialized channels	≥ 3 press clippings
Visibility of PHYSICS in channels used by different stakeholder categories	Ensure <b>back-links/branding recognition to website</b> through synergies and social media, General brand recognition is demonstrated	Liaise and engage with projects/initiatives with journalists and LinkedIn groups Produce a survey to verify brand recognition	≥ 20 back-links across major stakeholders ≥ 50 responders identified PHYSICS

*Table 2: Dissemination and stakeholder engagement.*

Measure	Goal	Activities	Target KPI
Organization and/or attendance to conferences and exhibitions	Attract Customers	10 Conferences 3 Exhibitions	100 visitors 10 speakers
Synergies established at local, national or international level for uptake of the marketplace	Raise awareness Attract users (supply or demand)	Conference Calls Events (any type) for F2F discussions	6 synergies established
Synergies for sharing knowledge,	Strengthen impact via joint efforts	Meeting attendance and common publications	> 3 projects

collaboration and standardization			
On-site demonstrations and presentations	Attract customers Raise awareness	5 demonstrations 5 presentations	3 responders 2 on-site demos
Open Access publications	Scientific dissemination	Publication to journals & magazines	> 15 publications
Online publishing (online magazines, blogs, etc.)	Policy making Social Awareness	> 15 publications and four blog post per month	> 500 views / publications / year
Customisable marketing packages (videos, how-to demos, press kit etc.),	Raise awareness Attract users (supply or demand)	Production of professional material tailored to specific audiences	> 10 produced > 50 distributions

Table 3: Stakeholder KPIs.

Measure	Goal	Activities	Target KPI
Social media content: Twitter	Grow community; Regular stakeholder engagement gives insights into interests/concerns	Publish tweets, including SMART-based campaigns & monitor outcomes	<b>YR1: min 8/month</b> <b>YR2: min 14/month</b> <b>YR3: min 20/month</b>
Social media content: LinkedIn	Grow community / Regular stakeholder engagement gives important insights into interests/concerns	Publish posts, relevant tweets, including SMART-based campaigns, monitor outcomes	<b>YR1: min 1 post/month</b> <b>YR2: min 4 posts/month</b> <b>YR3: min 8 posts/month</b>
Stakeholder database	Early identification of prospective marketplace and service stakeholders	Develop profiled DB of contacts for incremental community engagement	<b>100 profiled stakeholders by M12; over, 200 by M24, and 400 by M36</b>
Exhibitions / workshops with free access	Ensure outreach to non-specialised audiences	Show PHYSICS to visitors in lively, lightweight environment	<b>≥ 1 exhibitions/workshops</b> <b>≥ 50 non-specialized attendees</b>
Online and/or F2F training sessions	Ensure general public is “educated” about need to advanced research to address their needs	Provide a service for non-IT savvy to show what the new service means for them	<b>≥ 1 online session</b> <b>≥ 50 non-specialized attendees</b>
F2F interactions with local people	Ensure engagement with “real people” at the local level	Work with local authorities to co-host an open day	<b>≥ 1 local events</b> <b>≥ 3 appearance in media</b>
Free trials for general public	Facilitate and drive uptake through early trial testing	Organise free trials after reaching a maturity level	<b>≥ 5 testers</b>

Marketing events/trades/fairs	Ensure direct engagement with major stakeholders	Host an exhibition stand with demos, videos, info material	<b>Min. 1 in YR2 and 2 in YR3</b>
Hackathon Organization	Ensure direct engagement with external developer communities	Organize hackathons with key outcomes of project	<b>1 in YR2, 2 in YR3, 30 participants per activity</b>

## 4.2 Content Items

Social media posts will be produced based on a variety of different items, such as the ones listed in the following figure:

- **Posts**
- **Research/Scientific Content**
  - Papers/Publications
  - Presentations in Conferences
- **Video**
  - Presentation PHYSICS KPIs & Goals
  - PHYSICS in Progress
  - PHYSICS Tutorials
  - Introducing the pilots
  - Mini Interviews with researchers
- **Events**
  - Internal Meetings
  - Congress
  - Presentations to customers
- Create a category “Get to know us”, which will represent every researcher or partner of PHYSICS
- Create a community, reposting from similar projects or industries
- Webinars – videos
- Infographics

*Figure 15: Social Media Content Items.*

## 4.3 Target Audiences

The target audience/ persona presented in the diagram below (see Figure 16), refers to the specific types of audiences that will be involved targeted (as a matter of priority) from the PHYSICS dissemination and communication strategy.



Figure 16: Overview of PHYSICS Target Audiences.

#### 4.4 Communication Channels

Figure 17 shows the communication channels, through, which all the information concerning the PHYSICS project will be communicated. The figure illustrates channels beyond the earlier presented electronic channels (i.e., the web site and social media channels).

Web Site	Social Media Mainly Twitter & LinkedIn	Newsletter	Organization of Webinars	Organization of Conferences/ Workshops  Virtual or Physical	Meetings with Interested Parties  Stakeholders & Potential Customers	European/EU Channels  - Open Research Europe - Cordi News - Open Access Repositories
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Figure 17: Main Communication Channels for PHYSICS

#### 4.5 The PHYSICS Content Calendar

Creating a content calendar is a very valuable tool for the appropriate communication of the project’s results in every communication channel, since it will enable content generation and posting at regular (planned) intervals. The calendar will facilitate the PHYSICS team members to schedule and plan the generation of relevant content in the form of blog posts. It will also facilitate them to share information (e.g., keywords, hashtags) of the blog posts through the various channels. In this direction, each entry of the content calendar includes, for instance, the title of the blog post, a few keywords, a short summary of the article and also their permission to communicate the specific article on the project’s social media. Figure 18 illustrates the PHYSICS content calendar template, which will be filled-in with entries that the partners will contribute on a weekly or bi-weekly basis.

BLOG POSTS CALENDAR							
#	SUGGESTED TOPIC or TITLE of the BLOG POST	Partner	Mini Summary or a Subtitle of the BLOG POST	3-5 keywords about the BLOG POST	Permission of Partner to be tagged at Social Media	DEADLINE to send to INNOV-ACTS	STATUS
1	Short Project Overview or Popular FaaS Platforms (e.g., OpenFaaS, OpenWhisk) based on D2.1	GFT				26-Feb-2021	
2	Building a Brokerage Layers for FaaS Services in a Multi-Cloud Context (e.g., based on WP4)	ATOS				5-Mar-2021	
3	DevOps Infrastructures and Processes for a FaaS Platform	HPE				12-Mar-2021	
4	Scheduling and Resource Management for FaaS Applications	RHT				19-Mar-2021	
5	The Merits of Cloud Functions in an Edge Computing Context	FUJ				26-Mar-2021	
6	Three benefits of Runtime Adaptation of Cloud Functions	BYTE				2-Apr-2021	
7	Optimizing Placement of Cloud Functions in Edge Computing Environments	RYAX				9-Apr-2021	
8	Main Challenges in Securing FaaS Services	INQ				16-Apr-2021	
9	Could FaaS help Biomarker Extraction?	ISPRINT				23-Apr-2021	
10	Modelling FaaS Graphs and Workshops: The Semantic Building Blocks	INNOV				30-Apr-2021	
11	Accelerating Simulations in Precisions Agriculture with FaaS	CYBE				7-May-2021	
12	Main Principles of PHYSICS FaaS Architecture	UPM				14-May-2021	
13	FaaS Flow Modelling for Model Driven Application Development	HUA				21-May-2021	
14	Industrial Use Cases of FaaS: The basics you need to know	DFKI				28-May-2021	

Figure 18: Template and Snapshot of the PHYSICS Content Calendar

## 5 TEMPLATES

During the first two (2) months, the project has designed three (3) document templates, which are available to all the consortium partners.

The document template set includes the items below:

- PPT template.
- Template for deliverables.
- Template for documents.

The documents are part of the branding package of the project. Additional templates will be produced later as needed, e.g., to support the publication of whitepapers and case studies.



**TITLE**  
**HEADING 1**  
 To get started right away, just tap any placeholder text (such as this) and start typing.  
**Heading 2**  
 i. To easily apply any text formatting you see in this outline with just a tap, on the Home tab of the ribbon, check out Styles.  
 ii. For example, this paragraph uses List Number style.  
**HEADING 1**  
 Want to insert a picture from your files or add a shape, text box, or table? You got it! On the insert tab of the ribbon, just tap the option you need.  
 Find even more easy-to-use tools on the insert tab, such as to add a hyperlink or insert a comment.

**TITLE**  
 Subtitle

This project has received funding from the European Union's horizon 2020 research and innovation programme under grant agreement no 101017947



### DX.Y – TITLE OF THE DELIVERABLE

Lead Beneficiary	Partner Acronym
Work Package Ref.	WPX – Reference Work package Name
Task Ref.	TX.Z – Reference Task Name
Deliverable Title	DX.Y – Title of the Deliverable
Due Date	xxxx-mm-dd
Delivered Date	xxxx-mm-dd
Revision Number	M.N.
Dissemination Level	Public (PU) or Confidential (CO)
Type	Report (R) or Other (ORDP) or ETHICS
Document Status	Draft or Release
Review Status	Internally Reviewed and/or Quality Assurance Reviewed
Document Acceptance	WP Leader Accepted and/or Coordinator Accepted
EC Project Officer	Mrs. Maria Tsakali

Figure 19: PHYSICS Document Templates.

## 6 CONCLUSION & NEXT STEPS

This deliverable report presents the actions that took place in the first two months of the project towards establishing the H2020 PHYSICS web presence and brand image. More specifically, it focuses on the creation and the presentation of the brand identity of PHYSICS. It reports the creation of a project logo, branding identity, the use cases branding, the project's official web site, screenshots of the social media accounts, and the specific strategy of each social media account, the content strategy and the templates of the official documents that will be used within the project. All these activities, together with the printed material (flyers and posters) that were produced, form the basis of a series of communication and engagement initiatives covering the key areas of the project.

The PHYSICS dissemination and communication strategy will evolve along the presented principles and will aim at achieving the presented targets. PHYSICS will continually review the outcomes of various dissemination actions towards revising actions plans and undertaking the most effective actions (i.e., the actions that achieve the best impact, at the best value-for-money). Hence, the project will update the actions of the dissemination plan in-line with a continuous improvement discipline. In this context, the following table (Table 4) presents some of the imminent next steps that associated with the project's web presence.

Channel	Tactics	Goals
<b>YouTube</b>	Enrich content with videos containing published interviews, webinars videos & pitches related to the project.	Create a more interactive content both on the social media and the website.
<b>LinkedIn</b>	Run a LinkedIn Campaign with a call to action (e.g., "Download a PHYSICAS Whitepaper as PDF").	The goal is to gather more targeted contacts, including LinkedIn profiles and emails.
<b>Newsletter</b>	Create Newsletter campaigns with use cases, events and results.	Establish a community around PHYSICS.
<b>Google Analytics</b>	Analysed data results from posts on social media and blog posts.	Minimize the bounce rate. Increase of the organic traffic.

*Table 4: Next Steps in Building the project's Web Presence and Implementing the Dissemination Strategy.*

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