

**Multi-cloud Execution-ware for
Large-scale Optimized Data-
Intensive Computing**

H2020-ICT-2016-2017
Leadership in Enabling and
Industrial Technologies;
Information and
Communication Technologies

Grant Agreement No.:
731664

Duration:
1 December 2016
30 November 2019

www.melodic.cloud

Deliverable reference:
D7.1

Date:
31 December 2018

Responsible partner:
7bulls

Editor(s):
Paweł Skrzypek

Author(s)
Paweł Skrzypek, Michał
Semczuk, Łukasz Wojtczak,
Karolina Watras

Approved by:
Ernst Gunnar Gran

ISBN number:
N/A

Document URL:
[http://www.melodic.cloud/deliverables/
D7.1 MELODIC Portal.pdf](http://www.melodic.cloud/deliverables/D7.1 MELODIC Portal.pdf)

Title:

MELODIC Portal

Abstract

Nowadays web presence is a must for any type of organization or project. It is not enough to merely create a website or a portal. There should be a complete list of Internet and mobile activities available through various channels such as WWW, mobile, LinkedIn, Twitter and Facebook. Also, additional forms of supporting activities should be included such as posting messages on dedicated forums, conference and events pages, participating in discussions and answering questions on external websites. All the promotion and dissemination events, publications, conference presentations, and participation in industry events should be properly covered by appropriate posts on a project website and relevant social media. An important element of each promotion and dissemination strategy is an attractive visual identification to attract attention.

For the Melodic project, a complete web and social media strategy has been designed and executed. All the associated activities are aligned with the EU Commission guidance for web, mobile and social media publishing¹. The unique elements of Melodic's promotion include an attractive visual identification with a complete set of visual elements. They strongly contribute to a consistent and complete strategy for all channels of communication.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 731664

¹ http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

Document	
Period Covered	M6-M24
Deliverable No.	D7.1
Deliverable Title	MELODIC Portal
Editor	Paweł Skrzypek
Authors	Łukasz Wojtczak, Karolina Watras, Paweł Skrzypek, Michał Semczuk
Reviewers	Ioannis Patiniotakis, Kyriakos Kritikos
Work Package No.	7
Work Package Title	Exploitation and sustainability
Lead Beneficiary	7bulls
Distribution	PU
Version	1.0
Draft/Final	Final
Total No. of Pages	28

Table of content

1	Introduction	5
1.1	Structure of the document.....	5
1.2	Related deliverables	6
1.3	Motivation	7
2	Web Presence strategy	7
3	Melodic Portal approach methodology	9
4	Visual identification package	9
5	Target audience	11
5.1	Expected outcomes	14
6	Melodic portal structure	15
6.1	Main page	16
6.2	Subpages	17
6.3	Updates and sustainability procedure	18
7	Social media presence and activities	18
7.1	LinkedIn	19
7.1.1	LinkedIn presence.....	19
7.1.2	LinkedIn activities	20
7.2	Twitter.....	20
7.2.1	Twitter presence.....	20
7.2.2	Twitter activities.....	21
7.3	Facebook.....	22
7.3.1	Facebook presence	22
7.3.2	Facebook activities	23
8	Visitor statistics report for channels	23
8.1	Report for the period	23
9	Future work.....	27
9.1	Content development	27
9.2	Extensions.....	27
9.3	Technical implementation and improvements.....	27
9.4	Summary	28
10	References	28

Index of Tables

Table 1. Target audience of the Melodic portal	11
--	----

Index of Figures

Figure 1. Melodic logos	10
Figure 2. Melodic portal site map.....	15
Figure 3. Melodic's main page	16
Figure 4. Top bar of the portal.....	16
Figure 5. Melodic on LinkedIn	19
Figure 6. Melodic on Twitter	21
Figure 7. Melodic on Facebook.....	22
Figure 8. Webpage statistics.....	24
Figure 9. Facebook statistics.....	25
Figure 10. LinkedIn statistics	26

1 Introduction

This document reports on all information and activities related to the complete Melodic² project's web presence. It includes the reporting of the creation and maintenance of the Melodic website, the LinkedIn³ showcase page, the Twitter⁴ activities, the Facebook⁵ page and activities, as well as all other related dissemination activities based on them.

The approach described in this document to create a complete web presence strategy incorporates all guidance issued by the European Commission (EC)⁶ related to presence of Horizon 2020⁷ projects on the web, mobile and in social media. The document also briefly describes the methodology used for web presence creation with justification for its selection.

Furthermore, the visual identification package is briefly described, as it is a core element of the presentation layer within the communication channels used.

The document also presents and describes the target audience for the mentioned channels as well as their interest and motivation for the Melodic project presentation. It will be described how the design and presentation of Melodic in the portal maps to the target audience and their interest.

The next part of the document presents initial statistics for each type of communication channel. The statistics cover only a first period following the start of communication, so statistics should not be considered as final. Finally, the future work and sustainability procedures for the Melodic website and connected social media are presented.

The final version of the sustainability plan for a complete web presence of Melodic outside of the project will be included in deliverable D7.6 "Final exploitation and sustainability plan" at M36. This deliverable will also include the final statistics for the communication and dissemination channel.

1.1 Structure of the document

The document is divided into the following sections:

- **Introduction** – the chapter explicates the base methodology for the web presence approach.
- **Web Presence strategy** – this chapter describes the complete web presence strategy.
- **Melodic Portal approach methodology** – this chapter explains the approach taken and the methodology used when designing the Melodic Portal.

² <https://www.melodic.cloud/>

³ <https://www.linkedin.com/>

⁴ <https://twitter.com/>

⁵ <https://www.facebook.com/>

⁶ http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amqa/soc-med-guide_en.pdf

⁷ <https://ec.europa.eu/programmes/horizon2020/en/>

- **Visual identification package** – this chapter briefly described the visual identification package.
- **Target audience** – this chapter explains the target audience for the Melodic project's web presence and their expectations.
- **Melodic portal structure** – this chapter covers the Melodic website structure, the main purpose of each of its elements as well as the respective sustainability procedures.
- **Social media presence and activities** - this chapter explains all the activities related to its LinkedIn presence as well as the way the respective LinkedIn, Twitter and Facebook site have been formulated.
- **Visitor statistics report for channels** – this chapter provides early statistics related to the Melodic project's web presence and communication channels.
- **Future work** – this chapter comprises the planned work, both with respect to the extension and the development of the web presence, plus the sustainability procedures beyond the Melodic project. It also summarizes this deliverable.

The following document is mainly intended to be read by the participants of the Melodic project, so that they are aware of the approaches used and the scope of the web presence strategy and the social media activities.

Also, the document could be used as a reference web presence strategy approach for other H2020 projects, as we consider our approach both complete and goal-oriented. That is, it could be beneficial to include our approach or its relevant parts in the web presence of other H2020 projects (e.g. as a recommended way by the European Commission).

1.2 Related deliverables

There are two other deliverables directly related to this document:

- D7.3 "Dissemination and Communication Plan" [1] describing objectives and actions to be taken in order to reach the wide audience of future clients or partners and to create the project website.
- D7.5 "Initial exploitation & sustainability plan" [2] providing an initial plan for the exploitation of the Melodic framework beyond the project's lifespan, including both the individual exploitation strategies of the project partners as well as the joint strategy for the sustainability of the framework as a whole.

Deliverable D7.2 "Explanation and education materials" [3] is also indirectly related to this deliverable as the website contains education materials such as, for instance, useful links to published papers, and training and presentation materials targeting certain audiences.

1.3 Motivation

Nowadays, having a website or even a portal is not enough to achieve a sufficient level of web presence. Instead, a complete web presence strategy should be created, starting from defining target groups, the scope of the information, the expected outcome, budget, effort and many more indicators. The strategy should cover visual identification, web and mobile sites, social media channels, and coordination between web presence and real-world presence (publications, presentations, workshops, conferences, events, industry round tables and so on).

It was decided by the project consortium that, in the case of Melodic, a complete web presence strategy should be created and systematically executed. Also, a sustainability plan and procedures should be created, to maintain Melodic's web presence beyond the initial project lifetime.

Creating a website for a project or a product is a natural choice due to the practically unlimited global reach of the Internet; almost every user of the web has a possibility to find the website and familiarize her/himself with it. This compels us to design and build a site that contains every single information about our project, but in a suitable and well-presented and targeted manner. It is also necessary to remember that the information should be arranged properly by, e.g., adding certain subsites, using modern graphics and writing readable texts.

Presently, websites represents basic channels of communication with potential partners or customers. While searching for information about products, projects or companies, most Internet users choose the official sites rather than social media profiles or fan pages. Thus, our efforts are focused on the way we present the Melodic project on Melodic's own website which, at the same time, is connected to various social media channels. For this reason, we focus on both elements: the Melodic website and social media presence – always following the guidelines of the European Commission⁸.

2 Web Presence strategy

The Melodic portal is not the only part of the Melodic's web presence strategy. The complete web presence strategy has been prepared basing on best practises and EC guidelines used for spreading the presence of the project. It includes the following key elements:

- Melodic portal
- LinkedIn showcase page and activities
- Twitter account and activities
- Facebook page and activities

⁸ http://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amga/soc-med-guide_en.pdf

- YouTube channel
- Activities on cloud computing-related web forums, portals and other sources of knowledge
- Other elements

In addition, the web presence is tightly coordinated with real-world events like:

- Scientific publications
- Presentation on scientific and industry conferences and workshops
- Organization of industry round tables, scientific panels, workshops and business breakfasts
- Participation in conferences, events, workshops and trainings

The main requirements for the web presence strategy, and how they are addressed by the project, are listed below:

- **Spreading information about the Melodic project** – the web address will be made visible in many spots, e.g., social media posts, documentation, publications, papers, and so on. We follow the rudiments of SEO (Search Engine Optimisations⁹) by, e.g., sharing the link of the site whenever we mention the Melodic project.
- **Unique domain name** – the portal's domain [melodic.cloud](https://www.melodic.cloud) is easy to memorise.
- **Modern graphic design** – the graphic design was prepared by professionals and is constantly revised and improved.
- **Clear layout** – the way the website content is arranged should enable visitors to navigate easily and find what they are looking for; the website is built on the basis of RWD (Responsible Web Design¹⁰) rudiments by, e.g., adjusting automatically to the type of device of the user (monitors, smartphones, tablets, TV sets etc.).
- **Readable texts** – it is important to pay a lot of attention to the language, phrasing and the way text are presented in general, being aware that, nowadays, people usually read only the first sentences of an article or a post. Thus, great care is taken when we prepare text for the site. Proofreading is also performed.
- **Future plan** – the website development will be continued long beyond the time frame of the project since many actions connected to Melodic is presumed to be undertaken in the future by the potential exploiters of Melodic.
- **Extensions** – the website is planned to present other projects related to Melodic, such as Functionizer¹¹, Largo¹², and Melodic Enterprise.

⁹ <https://www.webopedia.com/TERM/S/SEO.html>

¹⁰ https://www.w3schools.com/html/html_responsive.asp

¹¹ <https://holisun.com/en/news/eu-projects/e-%E2%80%93-functionizer>

¹² <https://www.melodic.cloud/largo.html>

The most important role of the web presence strategy is to achieve a unified way of disseminating and communicating the Melodic project through real and Internet/mobile communication channels, with a particularly strong focus on social media communication.

3 Melodic Portal approach methodology

For the creation of the Melodic portal, modern web site constructions methods have been used. The key method is RWD (Responsive Web Design). RWD consists of a combination of flexible grids, flexible images and media queries. RWD allows to create scalable web pages which could be presented well on various web connected devices, both mobile and stationary ones, like smartphones, tablets, and monitors with, e.g., different screen resolutions. In addition, a web page can be viewed in both horizontal and vertical orientation. As a consequence, there is no need for different web page versions as a single version could be used on various devices.

Furthermore, the desire to present the Melodic portal using high quality pictures on different devices, especially mobile ones, calls for the usage of vector images. Vector images scales graphics well across different devices. Thus, the Melodic portal uses the SVG (Scalable Vector Graphics) format, which is the most popular format for this type of graphics.

In addition, the portal utilizes so-called “flat-design”. The Melodic portal is designed using a minimalistic approach, with a limited number of colours, gradients and complex graphics elements. Minimalistic, simple graphics elements are preferred and most widely used¹³. This allows for rapidly loading the content of the web page, as well as the saving of bandwidth on mobile devices.

The above assumptions and methods have allowed us to create a modern, ergonomic and useful website for the project. To take a professional approach with respect to the portal is key for successful dissemination and communication activities within the Melodic project.

4 Visual identification package

A visual identification package has been prepared for the whole Melodic project, and it is unified for all types of dissemination and communication activities and materials. Thus, it is part of the communication strategy. Key elements of this visual package include:

- The Melodic project logo in different colour schemes and sizes (see Figure 1 for examples).
- Colour schemes and layouts
- Templates for presentations
- Templates for web presence elements (news, announcements, messages, etc.).

¹³ <https://www.dtelepathy.com/blog/design/responsive-design-great-ux>

- Visual objects for entities and terms like Cloud Computing, Melodic platform etc., which could be used and exploited for communication purposes
- Guidelines for using the visual identification package

The detailed description of the visual identification package is presented in the deliverable D7.3 “Communication and dissemination plan” [1].

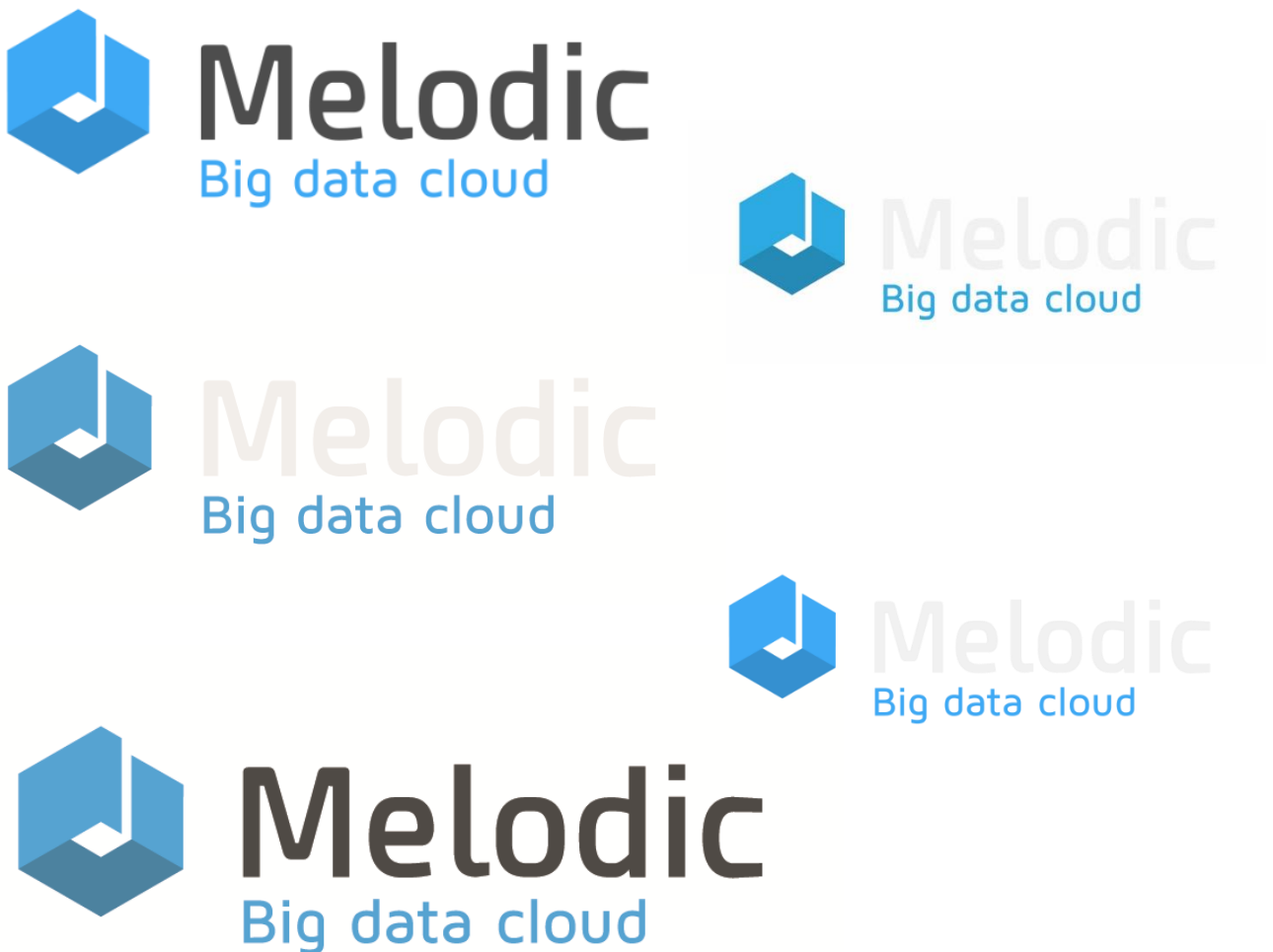


Figure 1. Melodic logos

5 Target audience

Although the portal is available for all users of the web, we need to be aware that:

1. the information about the project is addressed to a target audience as specified in deliverable D7.3 "Dissemination and Communication Plan" [1] and deliverable D7.5 "Initial exploitation & sustainability plan" [2];
2. The target audience mostly determines the way of presenting and structuring the information.

Table 1 below lists the targeted audiences, describes their focus, and the influence they have on creating the portal. As the content for different audiences is similar in some parts, we could, at least partially, address a wider audience. The key channels to reach the audiences are presented. While the table below only presents communication channels covered in this deliverable, an extended mapping of target audiences to communication channels will be presented in the future D7.6 "Final exploitation and sustainability plan" deliverable.

Table 1. Target audience of the Melodic portal

Id	Audience	Audience's focus	Dedicated content	Key channels to reach audience
1	Members of cloud and big-data research communities	<ul style="list-style-type: none"> – Staying up to date with the newest trends and solutions – Deep understanding of cloud technologies – Using available solutions for their projects – Promoting their projects, research and work 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – Articles, whitepapers and scientific papers – Deliverables 	<ul style="list-style-type: none"> – Twitter – LinkedIn – Melodic Portal
2	Opinion leaders and influencers (experts, industry analysts, bloggers, journalists)	<ul style="list-style-type: none"> – Staying up to date with the newest trends and solutions – Interesting stories they can tell – Proven use cases – Self-promotion 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – Publications, papers – Announcements – Deliverables – Materials for media¹⁴ 	<ul style="list-style-type: none"> – Twitter – LinkedIn – Web forums

¹⁴ It is a set of materials for media like, e.g., project description.

3	Cloud educators	<ul style="list-style-type: none"> – Step-by-step educational materials – Interesting stories they can tell – Practical approach: how I can use this – Self-promotion 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – HowTos – Publications, papers – Deliverables 	<ul style="list-style-type: none"> – Twitter – LinkedIn – Facebook
4	Computing-focused academic units - administrative side	<ul style="list-style-type: none"> – Sharing resources both nonprofit and for profit – Operational benefits and improvements 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – Publications, scientific papers – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal
5	Computing-focused academic units - tech side	<ul style="list-style-type: none"> – Ease of use of Melodic – Team workload 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – Publications, scientific papers – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal
6	SMEs and other data-intensive application providers - business side	<ul style="list-style-type: none"> – Time-to-market – Vendor lock-in issues – Cost-related issues – Business benefits – Stability 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – Publications, papers – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal – Twitter – LinkedIn
7	Large companies in need of cloud automation - business side	<ul style="list-style-type: none"> – Vendor lock-in issues – Cost related issues – Business benefits – Stability 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – Publications, papers – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal – LinkedIn – Twitter
8	Large companies in need of cloud automation - tech side	<ul style="list-style-type: none"> – Technical veto power – Ease of use of Melodic – Team workload – Automation – Support – Quality 	<ul style="list-style-type: none"> – Knowledge materials – Tutorials – Publications, papers – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal – LinkedIn – Twitter

9	Cloud providers - business side	<ul style="list-style-type: none"> – Promoting their offer – Fighting for market share – Making their services easy to use and access – Fighting vendor lock-in tactics used by big players 	<ul style="list-style-type: none"> – Knowledge – Tutorials – Publications, papers – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal – LinkedIn – Twitter
10	Cloud providers - tech side	<ul style="list-style-type: none"> – Technical veto power – Ease of use of Melodic – Team workload – Stability issues 	<ul style="list-style-type: none"> – Knowledge – Tutorials – Publications, papers – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal – LinkedIn – Twitter
11	Open-Source developers and other Open-Source contributors	<ul style="list-style-type: none"> – Ability to use Melodic as a platform for their projects – Understanding how their code is used in Melodic – Quality of code – Stability issues – Barrier to entry 	<ul style="list-style-type: none"> – Knowledge – Tutorials – Publications, papers – Deliverables 	<ul style="list-style-type: none"> – Facebook – Twitter – Melodic Portal
12	Other H2020 project participants and leaders	<ul style="list-style-type: none"> – Promoting their projects – Seeking partners for reach and publicity 	<ul style="list-style-type: none"> – Knowledge – Announcements – Deliverables 	<ul style="list-style-type: none"> – Melodic Portal – LinkedIn – Twitter

5.1 Expected outcomes

There are three main outcomes that we expect to achieve by the web presence-related activities:

1. Reaching as many new potential customers and business partners as possible and maintain their loyalty by continuously presenting updated content.
2. Explaining what Melodic is in a consistent and intelligible way to a very wide audience.
3. Keeping the highest position in organic search in different search engines by proper use of SEO strategy.

There are at least four types of activities we undertake in order to achieve our goals:

1. Broadcasting news about upcoming and held events, meetings, presentations, etc.
2. Publishing knowledge materials, useful links and other education articles like videos and tutorials.
3. Sharing posts and announcements from the portal directly to social media channels (Facebook, Twitter, LinkedIn, YouTube); Sending invitation to targeted users using social media.
4. Sharing the website address on other sites.
5. Sharing dedicated Melodic business cards with link to the Melodic Portal.

The measurement of the outcomes will be carried out by constant monitoring through web presence statistics, as described in section 8.

6 Melodic portal structure

This section contains a detailed overview of the Melodic portal structure. The overall site map of the Melodic portal is presented in Figure 2 below.

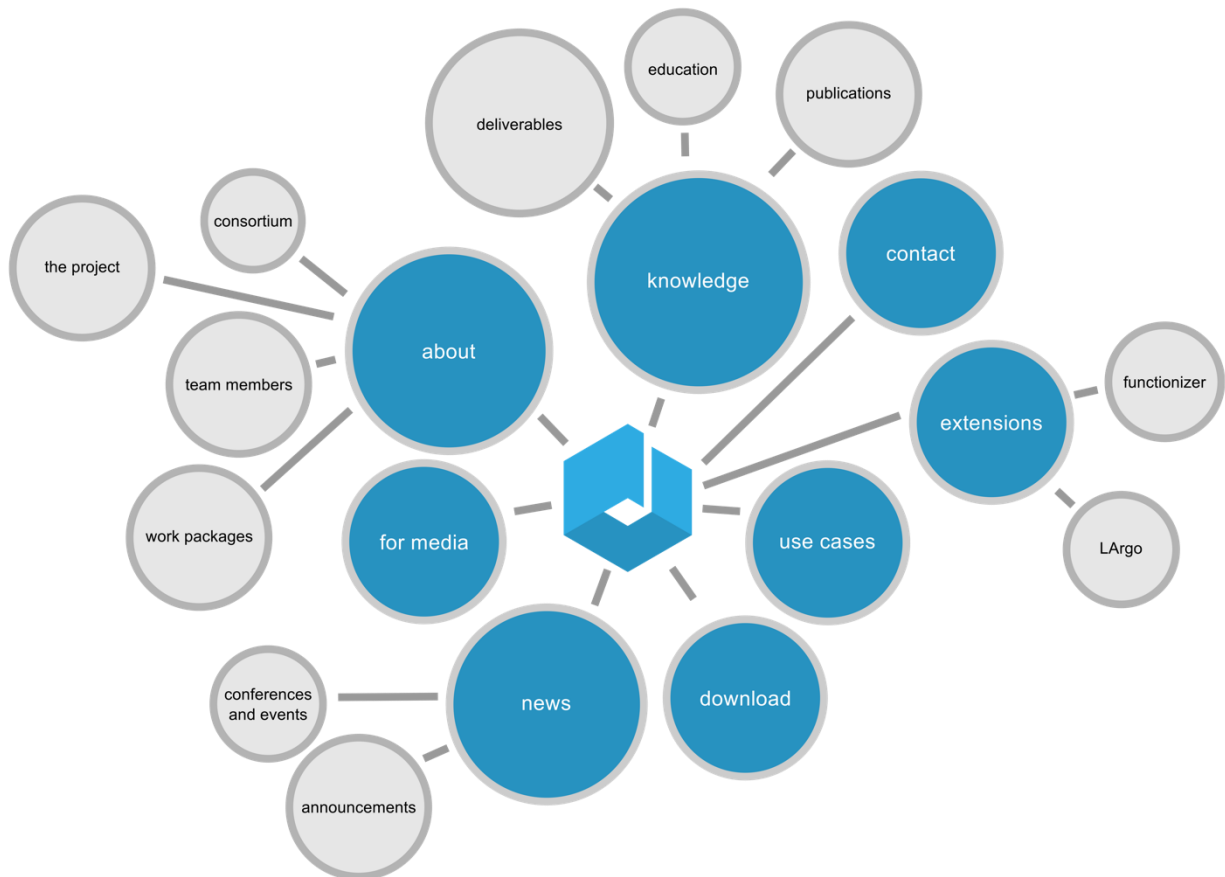


Figure 2. Melodic portal site map

6.1 Main page

The main page is a key page of the website. It should attract attention and provide general information on the project. The upper part of the main page and its main elements is shown in Figure 3:

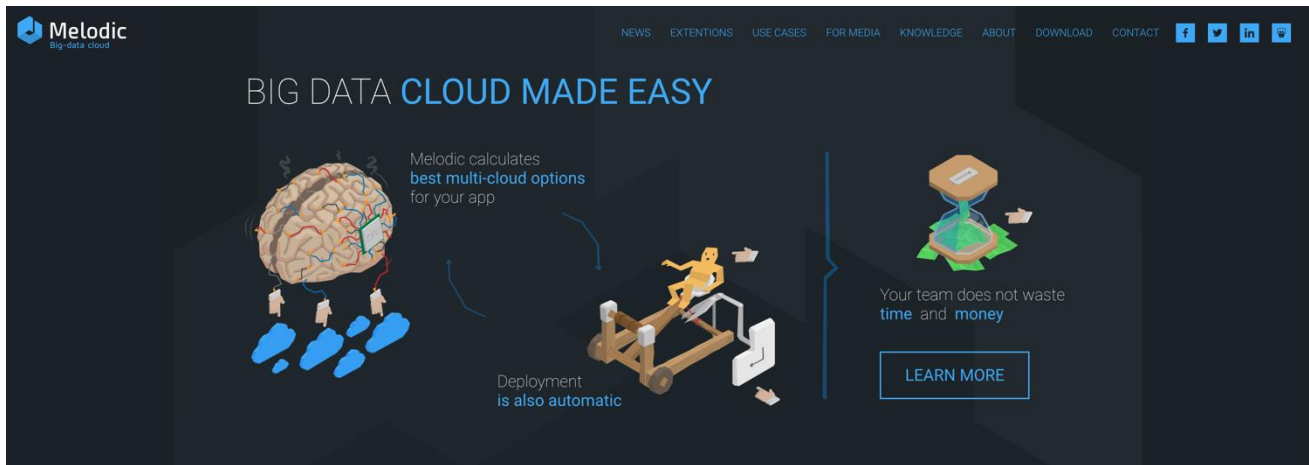


Figure 3. Melodic's main page

Intro – it is very important to us that the visitors see as much information on our product as possible when entering our website. The site should explain, in simple words and graphics, what Melodic is, how it works and what kind of benefits the product provides for our customers or partners. This is the most important part of the portal because it is on its basis that the visitors decide whether they will continue reading or not. The detailed information is put below, so it requires more engagement by scrolling the site.

Layout – the website's colour scheme focuses on blue shades, corresponding to the logo of Melodic. The palette of colours is not garish or flashy, so that it does not discourage the visitors we intend to reach.

Top bar – the visitors may easily navigate using the top bar, shown in Figure 4. The text buttons redirecting to certain subpages are described below. The **Social media buttons** let the visitors go to the social media channels of Melodic: Facebook, Twitter, and LinkedIn. The last button points to Melodic's SlideShare page.



Figure 4. Top bar of the portal

6.2 Subpages

Below the subpages on the Melodic Portal are described. For each subpage, its description is provided as well as a brief explanation for their creation:

News – a subpage with the latest news related to the Melodic project. It contains two subpages:

- **Announcements** – subpage with the latest information about the Melodic project, progress of work and other important information related to the project (like starting cooperation with other projects, deployment of Melodic to external organizations and so on).
- **Conferences + Events** – subpage with the information about conferences and events where Melodic is presented (description of the project is provided during presentation of scientific papers and others), scientific publications related to Melodic, and conferences/events where Melodic consortium members are present and will disseminate Melodic. It will also include events centralised over Melodic.

Extensions – a subpage containing information about other projects where Melodic platform features are extended. Currently, there are two such projects, presented on the website as subpages:

- **Functionizer** – a project under the Eureka/Eurostars programme which aims to extend the Melodic platform to supply appropriate functionality for serverless applications. Functionizer is being operated and developed by 7bulls.com and Holisun (Romanian SME).
- **Largo** – a project under the Polish regional programme (Kujawsko-Pomorska Agencja Innowacyjności) which aims at simplifying migration to the latest cloud computing architectures, including the serverless model. The project is being developed by 7bulls.com.

Use cases – a subpage with descriptions of the use case applications for the Melodic project. It focuses on benefits and the potential of the Melodic platform when used with these types of applications.

For media – this subpage contains all materials related to the Melodic project that can be used by the media.

Knowledge – a subpage containing scientific publications related to the Melodic project, deliverables in the project, manuals, and other sources of information. It contains the following subpages:

- **Deliverables** – a list of publicly available deliverables in Melodic project, including PDFs of the deliverables.
- **Publications** – a list of scientific publications prepared by Melodic consortium members.
- **Education** – training materials, technical documentation, manuals and other sources of information about Melodic platform.

About – a subpage which contains information about the Melodic project. It has the following subpages:

- **Project** – a description of the Melodic project, its purpose, schedule and brief technical information.
- **Consortium** – lists the organizations in the Melodic consortium with a brief description for each of them.
- **Team members** – a full list of Melodic team members with photos and the team members' roles in the project.
- **Work packages** – lists the Melodic work packages with short descriptions and main goals.

Download – a subpage with link to Melodic repository, which allows to download the latest version of the Melodic platform.

Contact – lists the contact persons of the Melodic project.

The list of the subpages will naturally be extended during and beyond the project lifetime.

6.3 Updates and sustainability procedure

For updates and sustainability of the Melodic portal and social media, the following procedure has been established:

1. Information which should be posted on the Melodic portal and social media is provided through Jira or by e-mail to the Communication Manager (WP7 leader).
2. The Communication Manager prepares the message to be published on the Melodic portal and social media.
3. The message is published on the relevant channels.

The established procedure assures that all important information is properly published on the most appropriate communications channels by the most appropriate person which also takes care of its proper structuring.

A revised and complete sustainability procedure will be provided in deliverable D7.6 "Final exploitation and sustainability plan", M36.

7 Social media presence and activities

This section contains the most crucial social media presence and activities, related to LinkedIn, Twitter and Facebook. There are also some activities on the YouTube Melodic channel, and others, which could be classified as social media activity. These less central activities, however, are not described in detail.

7.1 LinkedIn

LinkedIn, due to its professional nature, is the preferred Melodic social media channel. In this section, the Melodic LinkedIn presence, as well as types of activities to be conducted on LinkedIn, are described.

7.1.1 LinkedIn presence

The Melodic presence on LinkedIn is carried out through a show case page dedicated to the project. This show case page contains information about the project, a link to the Melodic website and the list of activities as described in the next section. A screenshot of the Melodic LinkedIn page is shown in Figure 5.

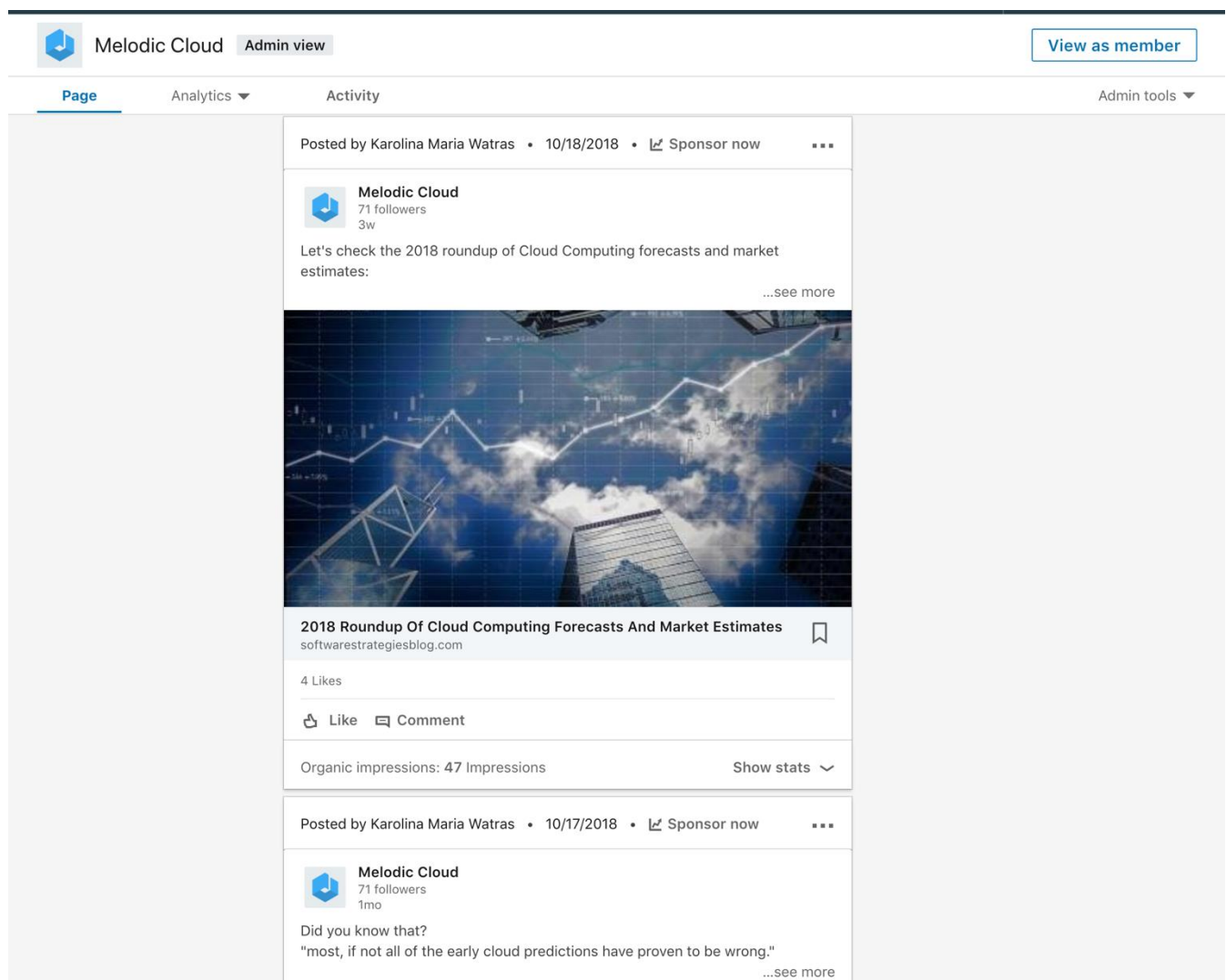


Figure 5. Melodic on LinkedIn

7.1.2 LinkedIn activities

LinkedIn is and will be used for posting two kinds of information:

- Information related to the Melodic project, like announcements, new releases, new publications, new presentations on conferences, webinars, videos and other events as well as the participation of Melodic team members in such events.
- Information related to Cloud Computing, with focus on multi-cloud and Big Data. The most interesting articles are reposted here to create a valuable source of information. Also, insights about the relation to Melodic are provided.

The information on LinkedIn is published at least weekly, usually with 2 to 4 posts per week.

7.2 Twitter

Due to the fact that Twitter only allows its users to provide short messages, Twitter is very efficient on this and the most popular social media channel for short announcements and messages – thus Twitter is strongly used as a Melodic social media channel. In this section, the Melodic Twitter presence is described, as well as the types of activities we conduct on Twitter.

7.2.1 Twitter presence

The Melodic presence on Twitter is carried out through a Twitter account dedicated to the project. It contains information on the project, a link to the Melodic website and the list of activities. Figure 6 provides a screenshot of Melodic on Twitter.



Figure 6. Melodic on Twitter

7.2.2 Twitter activities

As in the case of LinkedIn, Twitter is also used for posting two kinds of information:

- Information related to the Melodic project, like announcements, new releases, new publications, new presentations on conferences and other events, as well as participation of Melodic team members in such events.
- Information related to Cloud Computing, with focus on multi-cloud and Big Data. The most interesting articles are reposted here to create a valuable source of information. Also, insights about the relation to Melodic are provided.

The information on Twitter is published at least weekly, with a usual frequency of 2 to 4 posts per week. The information posted on Twitter is carefully structured to meet the message size limit.

7.3 Facebook

Facebook is the most popular social network in the world, so it is almost obligatory for any project to be present on that channel. In this section, the Melodic Facebook presence is described, as well as types of activities on Facebook.

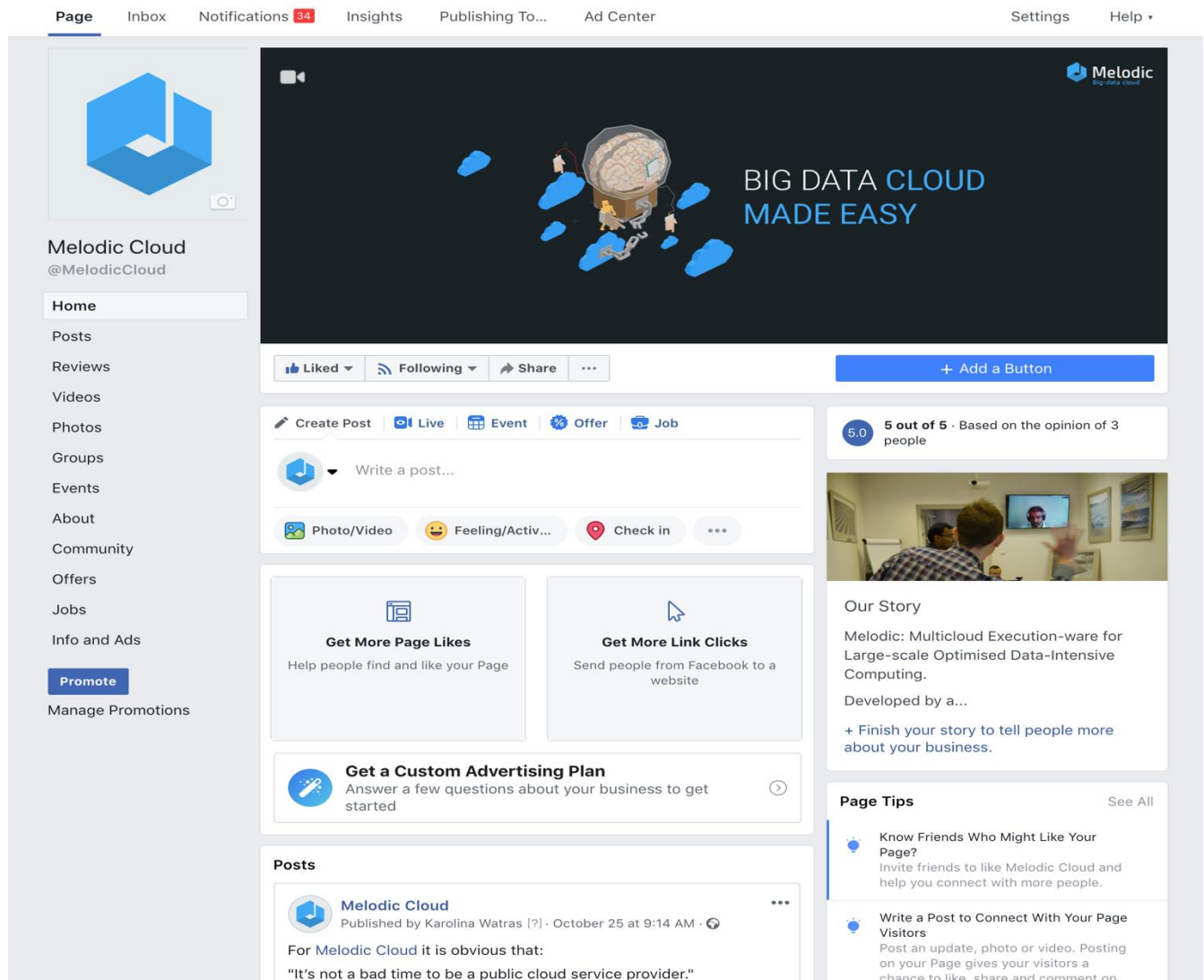


Figure 7. Melodic on Facebook

7.3.1 Facebook presence

The Melodic presence on Facebook is carried out by the Facebook page dedicated to the project, shown in Figure 7. The page contains information on the project such as videos, images and news about cloud related topics, a link to the Melodic website and a list of the latest Melodic activities.

7.3.2 Facebook activities

Facebook is mostly used for posting information related to the Melodic project, like announcements, new releases, new publications, new presentations on conferences and other events, participation of Melodic team members in such events, as well as information about multi-cloud and Big Data related topics. The information on Facebook is usually published weekly.

8 Visitor statistics report for channels

Visitor statistics are followed on a daily basis. We analyse the statistics very thoroughly in order to implement necessary amendments and improvements. In this way we verify and improve the effectiveness and efficiency of our strategy.

The main tool used for statistics assessment is Google Analytics¹⁵, but there are also other tools used, especially for social media monitoring and reporting. Together they provide all the information we need about our visitors: quantity, provenance (country, region), and medium, as well as facilities for the production of and comparisons for different time periods.

We also regularly check the placement of our site in the Google search engine results. It is very important that the result of searching www.melodic.cloud is at the top of the list, and that the other channels like Twitter or LinkedIn accounts are close behind.

8.1 Report for the period

A complete reporting and monitoring set of tools has been prepared and is executed for both the Melodic Portal and the social media activities. We have started monitoring of the following areas using the tools listed below:

1. Google analytics – the most popular tool for measuring the statistics of project websites.
2. Google SEO analysis – statistics measurement for SEO; Search Engine optimization.
3. LinkedIn statistics – monitoring metrics related to the number of visitors and LinkedIn usage.
4. Facebook statistics – monitoring metrics related to the number of visitors and Facebook usage.
5. Twitter statistics – monitoring metrics related to the number of visitors and Twitter usage.

¹⁵ <https://google.analytics.com>

Extensive results and detailed analysis of statistics will be provided in deliverable D7.6 “Final exploitation and sustainability plan” at the end of the Melodic project. Below, we present a typical view for the selected reporting and statistical tools. The statistics reported cover only a limited amount of running web activities, thus they are not representative for ongoing activity, but provided as an example.

Report for the Melodic portal (Figure 8):

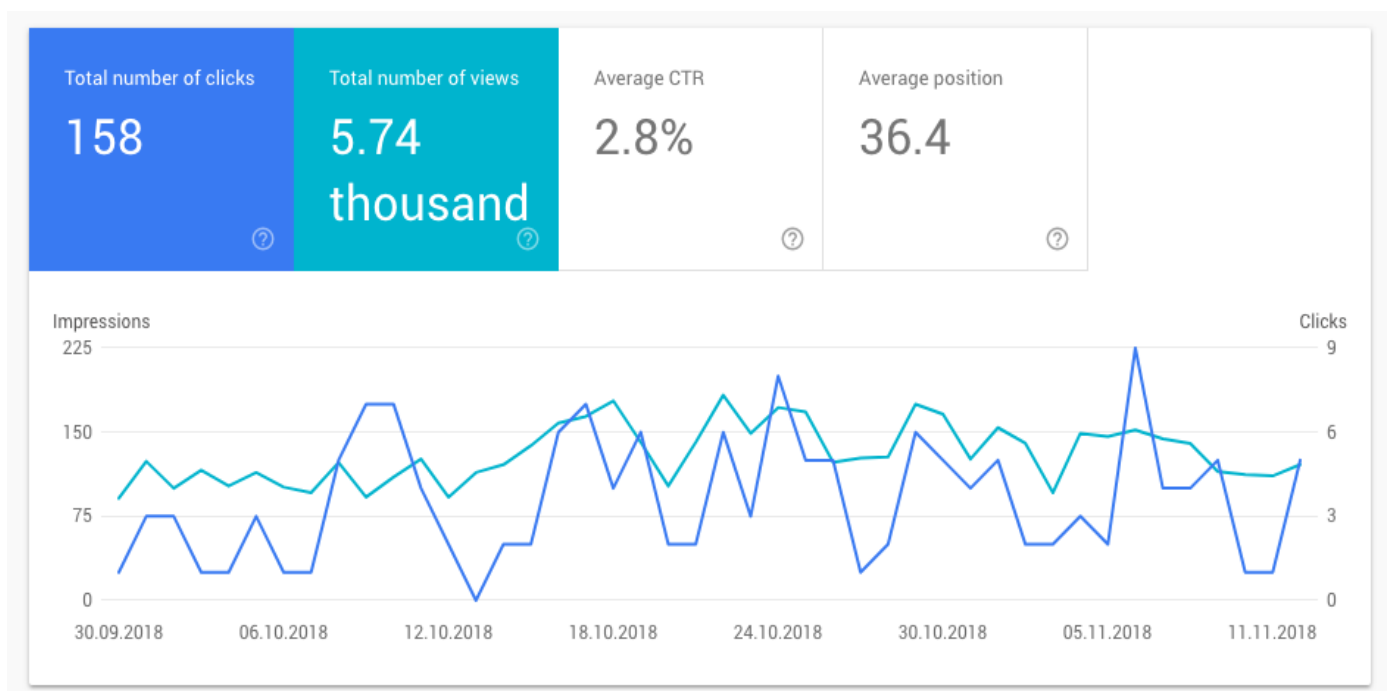


Figure 8. Webpage statistics

Reports for the Facebook visitors (Figure 9):

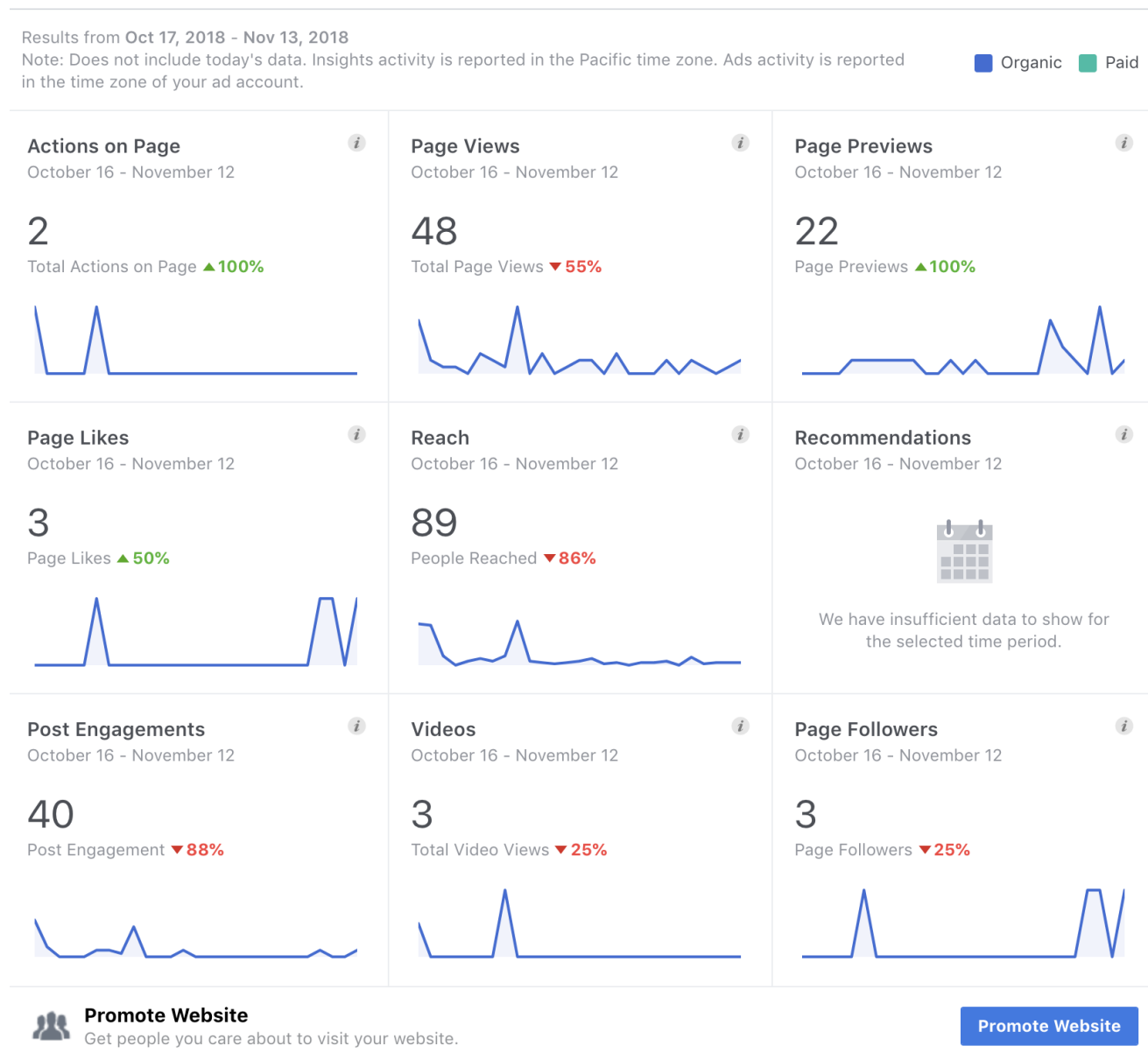


Figure 9. Facebook statistics

Reports for the LinkedIn visitors (Figure 10):

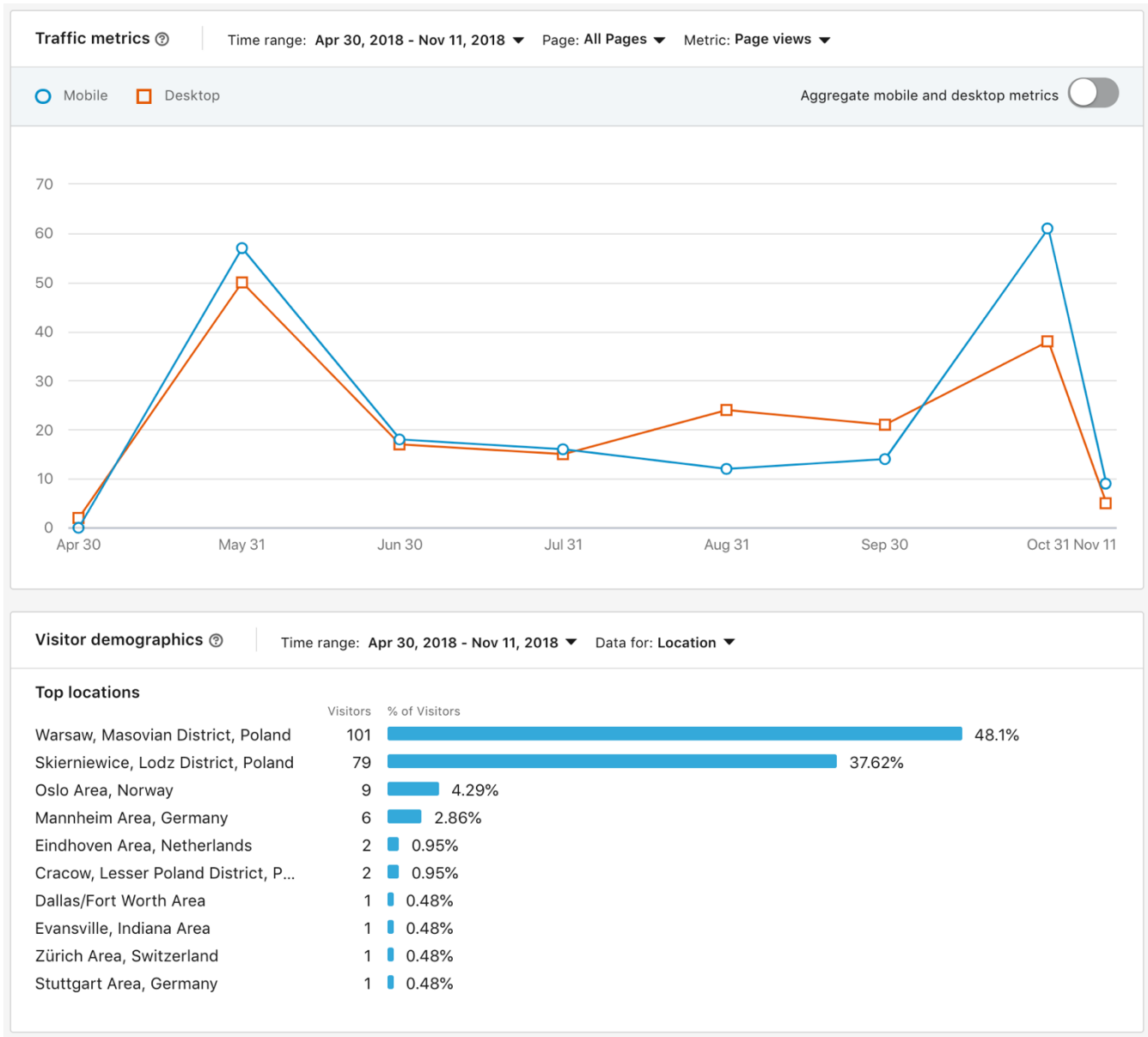


Figure 10. LinkedIn statistics

9 Future work

The initial version of the web presence strategy and the Melodic portal is just the beginning. The web presence strategy will be continuously improved and adapted. This section describes key plans for the future development of the web presence and the Melodic portal. The consortium is committed and will dedicate a significant effort towards producing these materials. All of the improvements will be reported in deliverable D7.6 “Final exploitation and sustainability plan”.

9.1 Content development

The content of the portal will be continuously developed. New deliverables will be added, and scientific publications uploaded as they are acceptance. News and important messages will also be presented in the Melodic portal, as well as in social media. Also, new presentations and education materials will be produced and included in the portal.

9.2 Extensions

There are plans to extend the Melodic platform further, to adapt to the latest Cloud Computing methods, models and architecture. Furthermore, the Melodic platform, beyond the scope of the project, will be further developed to increase performance, stability and the user experience. The extensions subpage will contain all related projects and activities related to further development of the Melodic platform. In addition, the information about the extensions will be reported in related media channels.

9.3 Technical implementation and improvements

Some technical improvements will be applied in order to help us work with the portal more effectively, and elaborated on in the D7.6 “Final exploitation and sustainability plan” deliverable:

- Using WordPress – to facilitate the management of the site we have decided to replace the old tools for creating the portal with the well-known WordPress. Then, publishing and editing new posts will be possible for more people.
- Integration with Social Media – every update and new post can be shared directly to all social media channels (LinkedIn, Facebook, Twitter), by implementing sharing buttons (also accessible to visitors).

- Statistics – by following and analysing statistics, we may learn where the visitors come from (country, region), what other sites they have used to find our portal, and whether they click links or sharing buttons to social media. Such knowledge helps verifying the effectiveness of our strategy.

9.4 Summary

The importance of web presence is obvious in today's world. This document presents the complete Melodic project and platform web presence strategy and describes all introduced elements of this strategy.

Fundamental for the web presence strategy is to choose the target audience, its expectations, the types of messages to issue, and the channels to deliver them. Also, the visual form of the message is prepared according to a complete visual package that has been developed.

The detailed elements of the Melodic portal are described in this deliverable with respect to their main purpose, content and structure. The scope of the social media activity has been described in the key social media channels of focus for this project: LinkedIn, Twitter and Facebook. Furthermore, the monitored statistics and web presence reporting have been supplied, and will be updated to take a final form in the D7.6 "Final exploitation and sustainability plan" deliverable.

Finally, future work plans have been listed, and the sustainability procedure for the web presence has been described to achieve maximum efficiency in communication of the Melodic platform even beyond its lifetime.

10 References

- [1] P. Skrzypek, K. Watras, "D7.3 Dissemination and Communication Plan", The Melodic H2020 Project Deliverable D7.3, 2018.
- [2] T. Przeździeń, P. Skrzypek, S. Schork, y. Verginadis, D. Seybold, F. Zahid, G. Horn, "D7.5 Initial exploitation & sustainability plan", The Melodic H2020 Project Deliverable D7.5, 2018.
- [3] A. Taherkordi, "D7.2 Explanation and education materials", The Melodic H2020 Project Deliverable D7.2, 2018.