

## JAM2.3 - First report on communications activities & update of Communications Plan

EOSC-hub and OpenAIRE-Advance

### Executive Summary

The communications aspect of the collaboration has had a good first 18 months. The team has solidified its activities in a number of areas, namely *10 well-received joint articles, case studies and press releases*. The main focus areas of the communications plan have been:

- Authoring joint case studies and news items: one item per month has been published on different aspects of the collaboration, technical milestones, outreach activities and aspects of the portal.
- Developing the EOSC portal, in particular the information and country pages and taking care of all communication aspects.

The next step for this task is to create a new communications plan for the end of 2019 – 2020 and to step up the communication for the EOSC portal via the further development of the editorial board.

### 1. Context

The [EOSC-hub and OpenAIRE-Advance Joint Communications Plan](#) builds on the individual projects' experiences, activities and goals. The overarching goal is to explore the synergies between the two projects to develop a common approach to communications and joint communication mechanisms.

The Communications Plan sets out the activities designed to achieve the communications objectives for the Collaboration.

The principal communication objective is to promote the Collaboration and its results for maximum impact, demonstrating how EU funding contributes to move forward in research and Open Science.

The principal dissemination objective is to make results, knowledge and services in Open Science and big data easily available to the public and stakeholder groups. This will be achieved by providing open access to scientific publications, sharing open data and offering development tools and services.

This milestone reviews the joint work of the first 18 months, providing a report on the activities we took and the lessons we learned on the way. This milestone also provides an update of the Communications Plan.

## 2. Overview of joint communications actions: M1-M18

This chapter provides a report of the work done by the joint team, grouped by the three key actions defined in the Joint Communications Plan, which are:

- Action 1: Promote the outputs of the collaboration
- Action 2: Promote the collaboration and its joint activities
- Action 3: Collaborate on the development of the EOSC Portal

For convenience, we will list activity dates according to their Project Month, where M01 translates to January 2018, and so forth.

### Action 1: Promote the outputs of the collaboration

Communications actions in this group aimed to give visibility to the EOSC-hub / OpenAIRE-Advance collaboration technical activities, focusing on the integration of tools and services for the benefit of our user communities.

Date	Type	Title	Directed at
<b>M2</b>	Case Study (meta)	Advancing research together <sup>1</sup>	Researchers
<b>M5</b>	Case Study (meta)	Published or private? <sup>2</sup>	Researchers
<b>M7</b>	Blog post	Guidelines for the scientific content providers in EOSC-hub <sup>3</sup>	Researchers
<b>M10</b>	Blog post	Enabling single sign-on across EOSC-hub and OpenAIRE services <sup>4</sup>	Researchers
<b>M16</b>	Blog post	The road to FAIR data <sup>5</sup>	Researchers

### Action 2. Promote the collaboration and its joint activities

Communications actions in this group aimed to raise awareness and give visibility to the collaboration (its goals, governance, mission and vision) and the events and training activities.

Date	Type	Title	Directed at
<b>M1</b>	Press release	Announcement of launch of the EOSC-hub - OpenAIRE Advance projects <sup>6</sup>	All audiences

<sup>1</sup> <https://eosc-hub.eu/collaborations/openaire-advance/advancing-research-together>

<sup>2</sup> <https://www.eosc-hub.eu/collaborations/openaire-advance/published-private>

<sup>3</sup> <https://eosc-hub.eu/news/guidelines-scientific-content-providers-eosc-hub>

<sup>4</sup> <https://www.openaire.eu/write-a-blogpost/enabling-single-sign-on-across-eosc-hub-and-openaire-services-1-1>

<sup>5</sup> <https://www.openaire.eu/blogs/the-road-to-fair-data?idU=1>

<sup>6</sup> <https://www.openaire.eu/empowering-open-science-kick-off-of-openaire-advance?idU=1>

<b>M4</b>	Press release	EOSC-hub and OpenAIRE-Advance collaboration <sup>7</sup>	All audiences
<b>M4</b>	News item	EOSC-hub & OpenAIRE-Advance: national nodes meetup <sup>8</sup>	Internal constituencies
<b>M7</b>	News item	EOSC-hub and OpenAIRE input to the EOSC implementation roadmap <sup>9</sup>	All audiences
<b>M10</b>	Magazine article	How to make your data Open and FAIR? <sup>10</sup>	All audiences
<b>M12</b>	News item	EOSC-hub, OpenAIRE, RDA Europe and FREYA will be at ICT 2018 <sup>11</sup>	All audiences

### Action 3. Collaborate on the development of the EOSC Portal

Communications actions in this group aimed to collaborate on the development of and promote the EOSC Portal.

Date	Type	Title	Directed at
<b>M10-pres</b>	Social media	Created the EOSC Portal Twitter account and keep it up to date (@EoscPortal)	All audiences
<b>M10-pres</b>	EOSC Portal management	Set up of the EOSC Portal Editorial Board	
<b>M10</b>	EOSC Portal front end	The <a href="#">EOSC Portal frontend site</a> : structure, content, maintenance and update	All audiences
<b>M10</b>	Videos	Demonstrator videos for the EOSC Portal Launch in Vienna: <ul style="list-style-type: none"> <li>Making research effective and reproducible: The pufferfish case<sup>12</sup></li> <li>From language data to insight: the CLARIN use case<sup>13</sup></li> </ul>	All audiences
<b>M10</b>	Videos	EOSC Portal video presentation for the Launch in Vienna <sup>14</sup>	All audiences
<b>M11</b>	Publication	The EOSC Portal: Accelerating the transition to open science & open innovation <sup>15</sup>	All audiences
<b>M11</b>	Press release	The European Open Science Cloud is officially launched <sup>16</sup>	All audiences
<b>M11</b>	Booth	Joint booth presenting the EOSC Portal at ICT2018	All audiences

<https://www.eosc-hub.eu/news/eosc-hub-integrated-services-european-open-science-cloud>

<sup>7</sup> <https://www.eosc-hub.eu/news/eosc-hub-and-openaire-advance-collaboration>

<sup>8</sup> <https://www.openaire.eu/eosc-hub-openaire-advance-national-nodes-meetup>

<sup>9</sup> [https://eosc-hub.eu/collaborations/openaire-advance/contribution\\_to\\_EOSC](https://eosc-hub.eu/collaborations/openaire-advance/contribution_to_EOSC)

<sup>10</sup> [https://eosc-hub.eu/sites/default/files/pictures/Magazine%232\\_rev4.pdf](https://eosc-hub.eu/sites/default/files/pictures/Magazine%232_rev4.pdf)

<sup>11</sup> <https://www.eosc-hub.eu/news/eosc-hub-openaire-rda-europe-and-freya-will-be-ict-2018>

<sup>12</sup> <https://youtu.be/amXdNV7ZbdA>

<sup>13</sup> [https://youtu.be/\\_lomkr4GtdM](https://youtu.be/_lomkr4GtdM)

<sup>14</sup> <https://youtu.be/PMRpa6-pTs4>

<sup>15</sup> <https://www.eosc-portal.eu/news/eosc-portal-booklet-available>

<sup>16</sup> <https://www.eosc-hub.eu/news/european-open-science-cloud-officially-launched>

<b>M14</b>	News item	Robotbenchmark – cloud-based robot simulations on the EOSC Marketplace <sup>17</sup>	Researchers
<b>M15</b>	News item	The EOSC Early Adopter Programme <sup>18</sup>	All audiences
<b>M15</b>	News item	The MIDAS archive – a treasure of data <sup>19</sup>	Researchers
<b>M18</b>	News item	The symbloTe service is now available on the EOSC Marketplace <sup>20</sup>	Researchers

## 2.1. PROGRESS TOWARDS PROPOSED OBJECTIVES

How did the actions jointly taken contribute towards the objectives proposed for the collaboration?

**Objective 1.** *Develop a common language and strategy to approach stakeholders of common interest for support and engagement at European and national levels.*

- During the first 18 months, we established a productive collaboration between the two projects' communications teams. We now have a solid understanding of how we can work together towards the wider collaboration's objectives. The team has successfully collaborated on news items and real scenarios of service integration.

**Objective 2.** *Identify overlaps and complementarities between EOSC-hub and OpenAIRE-Advance to jointly support Open Science in EOSC.*

- We have promoted content of cross-project interest leveraging on the specific channels and audiences of each project.
- We have developed the EOSC portal together, authored different components and maintained a successful editorial board.

**Objective 3.** *Plan and implement harmonized engagement with stakeholders via a joint presence and outreach.*

- The two projects reinforced the idea of collaboration by presenting joint communications actions and by working as one towards high-level objectives, for example the EOSC Portal Launch in November 2018.
- A joint strategy for social media has required tight collaboration, weekly, sometimes daily to ensure alignment of messages

<sup>17</sup> <https://www.eosc-hub.eu/news/robotbenchmark-%E2%80%93-cloud-based-robot-simulations-eosc-marketplace>

<sup>18</sup> <https://www.eosc-hub.eu/eosc-early-adopter-programme>

<sup>19</sup> <https://www.eosc-hub.eu/news/midas-archive-%E2%80%93-treasure-data>

<sup>20</sup> <https://www.eosc-hub.eu/news/symbiote-service-now-available-eosc-marketplace>

### 3. Metrics and assessment

The Joint Communications Plan proposed a number of metrics to assess the progress of the joint communications task. Here is an update on the metrics of the first 18 months:

Activity / per year	Benchmark	Status
Number of press releases / announcements / news items about joint activities	20	11 See A)
Number of case studies	8	2
User comments on the portal	5 per item	0 See B)
Average unique page views per communication item	60	184 on the EOSC-hub website 167 on the OpenAIRE website
Webinar training attendees	~60 per webinar	Reported in JAM2.6
Retweets per case study	6+	6 retweets & 1,668 impressions - EOSC-hub Twitter 7 retweets - OpenAIRE Twitter

#### Observations and Comments

A) The number of articles and case studies is lower due to delays in delivery of some of the technical milestones; we also had to postpone work in some actions to prioritise the delivery and promotion of the EOSC Portal.

- Despite being under the expected value, we are satisfied with the results. The communications actions we did have received higher-than-expected attention on the social channels and as reported by Google Analytics. See also C)

B) We have zero recorded user comments.

- This functionality has not yet been implemented.
- From experience learned on other websites, we propose to remove this metric. User comments are not a reliable metric to assess engagement / interaction with a content. This is because the overwhelming majority of the comments have spam content. We propose to substitute this metric with:
  - Average Time Spent on Content pages

C) The definition of these metrics predates our joint communications work focused on the EOSC Portal and does not record that significant effort.

- We propose to add two metrics to assess the joint communications effort:
  - Average monthly unique views on the EOSC Portal (target: 5,000)
  - Average monthly session duration (target: 2:30)