

## Milestone 10.2: Report of the communication means used and success, incl. metrics

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## 1. Introduction

The ACTRIS Implementation project (ACTRIS IMP) objectives are based on the overall ACTRIS implementation phase objectives, aiming at elevating ACTRIS to a new level of maturity and setting the required coordinated structures for coherent implementation actions, to be performed at both the national and European level. The overarching objective of ACTRIS IMP is to coordinate and accomplish the actions required for implementing a globally-recognised long-term sustainable research infrastructure with operational services by 2025.

This document aims at reviewing communications means used in the project, defining evaluation procedure for communications actions within ACTRIS-IMP and reporting on the first nine months of the project. A set of Key Performance Indicators (KPIs) is being established to guarantee the continuous monitoring of ACTRIS communication actions and their effectiveness.

This milestone is part of ACTRIS-IMP WP10 “ACTRIS Communication”. The main objective of this work package is to identify and develop strategic and efficient communication practices that are essential for ensuring regular communication flows within ACTRIS and promoting ACTRIS as a global research infrastructure in the research and innovation landscape.

This report is a living document and will be enriched throughout the project lifetime.

## 2. Communications means used in ACTRIS IMP

### 3.1 ACTRIS website

The ACTRIS website ([www.actris.eu](http://www.actris.eu)) is the central platform of ACTRIS dissemination to internal and external users (researchers, stakeholders, collaborators). The website is the main tool for promoting workshops, training and access opportunities in ACTRIS as well as news and project results. It also represents a reference archive of all the documents and results produced by ACTRIS communities in the past relevant project. It is also hosting an intranet where defined users can access specific pages and documents. The ACTRIS Head Office is responsible for managing the website. Content creation is done in cooperation with the other Central facilities.

During the implementation phase, a new website will be set up (delivery expected in December 2020), shifting from a project platform to a more corporate website. New functionalities will be implemented, this will have an impact also on analytics gathering. The main additions to the website will be the accessibility to the ACTRIS Catalogue of services, the Science and User Forum, the user helpdesk up to the whole platform for the management of the user access (developed under WP6) to foster the uptake of ACTRIS services among users. Specific indicators will be created to monitor the success of this particular sections.

Due to repeated attacks on NILU servers actually hosting ACTRIS website, a temporary website will be created to cover the period October – December 2020. This may imply a gap in analytics gathering during this period.

### 3.2 Media and social media

Media is used to engage the civil society and more over to raise awareness of the importance of ACTRIS. In addition, the media can be used as a dissemination channel (e.g. through press releases, articles, etc.) to engage with the public, decision making bodies, and industry. In order to ensure the widest coverage, press releases and other press materials will be done in cooperation with the ACTRIS countries.

ACTRIS is present on several social media platform:

- [ACTRIS Twitter account](#) (@ACTRISRI) has been opened in 2015. It is the main social media channel used and promotes ACTRIS related opportunities and larger discussions on atmospheric science to more than 1000 followers.
- A [LinkedIn page](#) has been opened in 2019 and targets more private sector stakeholders. The page has 50 followers and will be monitored more systematically in the course of the ACTRIS IMP project.
- An [ACTRIS YouTube channel](#) has been opened in 2018 to display several videos. Throughout the project, ACTRIS will give more weights to the creation of thematic videos. ACTRIS recognizes that video are an informal and attractive way to convey ACTRIS scientific value and social impact towards scientific and non-scientific audiences. Videos have been used in promotion events (e.g. LPS, EGU; GEO) and such digital material is easily re-usable in any other social media.

The RI will increase its presence on other suitable professional channels such as Research Gate or Mendeley.

### 3.3 ACTRIS newsletter

ACTRIS newsletter is published on a quarterly basis. It informs the community on the latest developments of the Interim ACTRIS Council, Central Facilities activities, projects news and upcoming events. The newsletter is created with Mailchimp, past issues are accessible on the ACTRIS website. ACTRIS Newsletter is currently received by 269 subscribers. During the period Oct.2019-Sept.2020 ACTRIS Newsletter's audience increased of 60% acquiring 101 new subscribers.



*Figure 1: Overview of the newsletter subscribers (from 1st October 2019 to 30<sup>th</sup> September 2020)*

### 3.4 Promotional material

Various type of printed materials (ie: brochures, flyers, posters) were created during ACTRIS Preparatory Phase Project as well as booklets ACTRIS stakeholder handbook or ACTRIS business plan. They are accessible online and are distributed during fairs and events. During the implementation phase, these materials will be updated and tailored to specific audiences (ie: industry, policy makers) and countries (envisage translation of the communication materials in several European languages).

### 3.5 Events

ACTRIS organises conferences, workshops and trainings to increase its visibility and structure the community. Due to COVID-19, the only event organised physically in 2020 was the ACTRIS IMP Kick Off meeting in Cyprus. Several workshops were organised remotely to gather the remote sensing, in-situ and chambers communities.

The COVID19 situation also impacted the participation of the ACTRIS community to other scientific conferences and forums. In the 9 first months of the ACTRIS IMP project the following events have been attended:

- ENVRI week (February 2020)
- EGU (April 2020) - *remotely*
- EAC 2020 (August 2020) - *remotely*

### 3.6 Scientific journal articles and other publications

The main goal of a research infrastructure is to provide the means needed for achieving “excellence in science”. In the last 10 years, ACTRIS has resulted in more than 8,000 scientific papers and 100 book chapters. In scientific journal articles and publications using ACTRIS data and services, the RI should be

acknowledged for providing the data, or the data should be cited with a data-DOI number. The new ACTRIS website will be providing an automatic feed on recent publications and archives.

### 3.7 Performance reports

During ACTRIS Preparatory Phase project, 2 versions of a stakeholder's handbook were published describing the current status of ACTRIS and the planned ACTRIS activities in each member country. An update of the stakeholder handbook is planned within ACTRIS IMP.

## 3. Overview of the dissemination audiences and methods

The table below summarizes how communications channels described previously are relevant for specific audiences and user groups.

**Table 1. Overview of the different target audiences of ACTRIS communication and dissemination, and the planned methods for reaching out to them.**

Target Audience	Website	Science and User Forum	ACTRIS newsletter	Media and social media	Promotional material	Events	Scientific articles and publications	Performance reports
ACTRIS facility operators	x	x	x			x	X	x
Research communities related to scientific fields that ACTRIS supports and serves	x	x	x	x	x	x	x	
Other research infrastructures, programmes and networks	x	x	x	x		X		
Industry and private companies	x	x	x	x	x	x	x	
Policy and decision makers, stakeholders and funding agencies	x		x			X		
Civil society and media	x				x	x		

## 4. Key Performance Indicators

### 4.1 Key Performance indicators overview

These indicators will help evaluating the effectiveness of communications in ACTRIS IMP since the start of the project in January 2020. This table will evolve as more metrics will be measured when the new website is set up and populated.

Statistics of the website and social media accounts are also gathered each month in order to gather the data needed to establish trends over time. Google analytics is used to do so for the website, Twitter analytics for Twitter and LinkedIn insights for LinkedIn.

**Table 2: Performance indicators (as of 1<sup>st</sup> October 2020)**

Category	Indicator	Description	Time scale	Actual number
Website	Number of page views	Measure of visibility and web presence	on average / per month	5840
			Since the beginning of the project	52558
Website	Number of unique visitors	Measure of visibility and web presence	on average / per month	1148
			Since the beginning of the project	9006
Social media: Twitter	Number of followers	Measure of users directly following ACTRIS activities	Per month / on average	15
			Since the creation of the channel	1053
Social media: Twitter	Number of impressions	Measure of total number of people reached	on average / per month	7754
Social media: LinkedIn	Number of followers	Measure of users directly following ACTRIS activities	Since the creation of the channel	49



	Number of impressions	Measure of total number of people reached	on average / per month	256
Newsletter	Number of recipients	Measure of number of users directly following ACTRIS activities	Per issue on average	269
	Ratio of opened mail vs total sent	Measure of effective number of people reached	Per issue on average	59%
Promotional materials	Number of downloads of specific material			To be implemented on the new website
Events	Number of events organised by ACTRIS	Dynamism of the RI	Scheduled for 2020	6
	Number of participants attending ACTRIS events	Estimate interest that different user or collaborator groups have in ACTRIS	On average per event	XX
Publications	Number of articles published using and acknowledging ACTRIS services	Impact of the RI	Per year	To be implemented on the new website
	Number of ACTRIS data sets referenced.	Impact of the RI	Per year	To be checked with ACTRIS DC
	Number of references to an article citing or acknowledging ACTRIS	Impact of the RI	Per year	

## 4.2 Website insights

The figures below were extracted from Google analytics. It helps having a clearer picture of the website performance over time. These results will also be used in the building of the new ACTRIS website.



Figure 2: Overview of the page views per month (from 1st January 2020 to 30<sup>th</sup> September 2020)

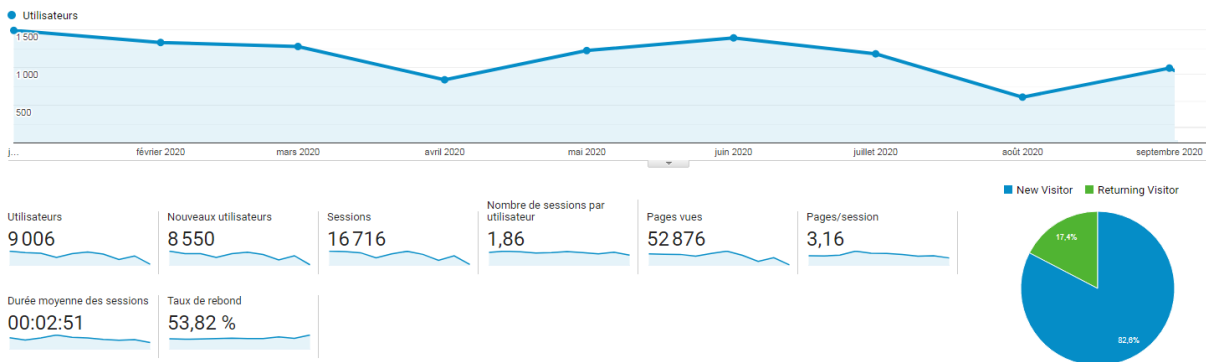


Figure 3: Overview of the users per month (from 1st January 2020 to 30<sup>th</sup> September 2020)

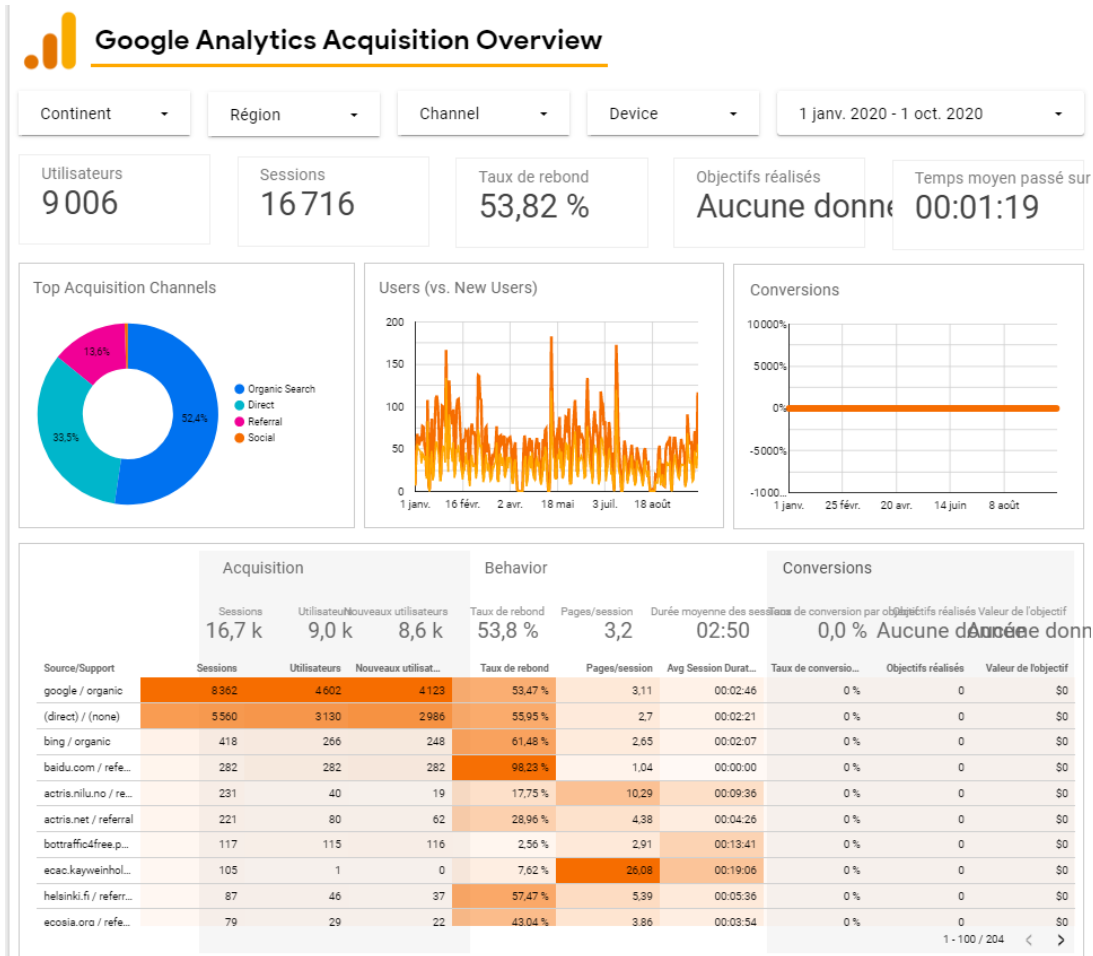
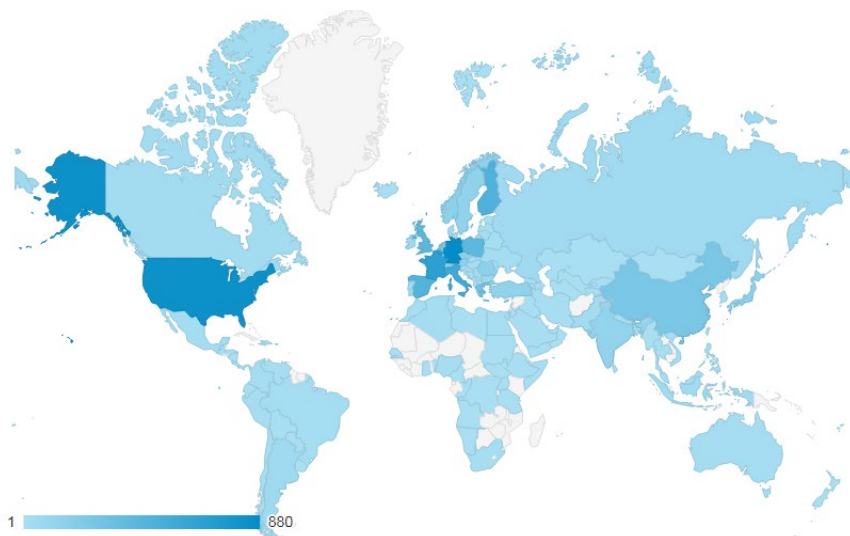


Figure 4: Excerpt of the Google analytics Acquisition overview report (from 1st January 2020 to 30<sup>th</sup> September 2020)



Country	Users
	<b>9 006</b> % du total: 100,00 % (9 006)
1.  Germany	880
2.  United States	835
3.  Belgium	701
4.  France	669
5.  Italy	565
6.  Finland	479
7.  Spain	459
8.  United Kingdom	418
9.  Poland	409
10.  Greece	293

Figure 5: Illustration of the distribution of the ACTRIS website visitors in different countries (from 1st January 2020 to 30<sup>th</sup> September 2020)

Page	Page views	% Page views
1. /	7 196	13,61 %
2. /default.aspx	3 446	6,52 %
3. /Home.aspx	2 906	5,50 %
4. /Events/Events.aspx	2 473	4,68 %
5. /Documentation/InterimACTRISCouncil.aspx	1 530	2,89 %
6. /Events/Eventsdescriptions/ACTRISPPPEvents/ACTRISIMPKick-OffMeeting.aspx	1 486	2,81 %
7. /Events/Events/AerosolRemoteSensingWorkshop.aspx	766	1,45 %
8. /About/ACTRIS/WhatisACTRIS.aspx	760	1,44 %
9. /Outreach/News/ACTRISUpdates.aspx	750	1,42 %
10. /Documentation/ACTRISPPP(2017-2019)/Deliverables.aspx	652	1,23 %

Figure 6: Most viewed pages (from 1st January 2020 to 30<sup>th</sup> September 2020)

### 4.3 Social media insights

The figures below summarize the activity on social media channels during the first 9 months of the project. These data will be collected each month and analysed so as to have a better view of which messages or tone better fit the channels audience. The messages gaining more engagement are the ones related to the community (eg events organised) and subjects linked to the latest news (eg fires).

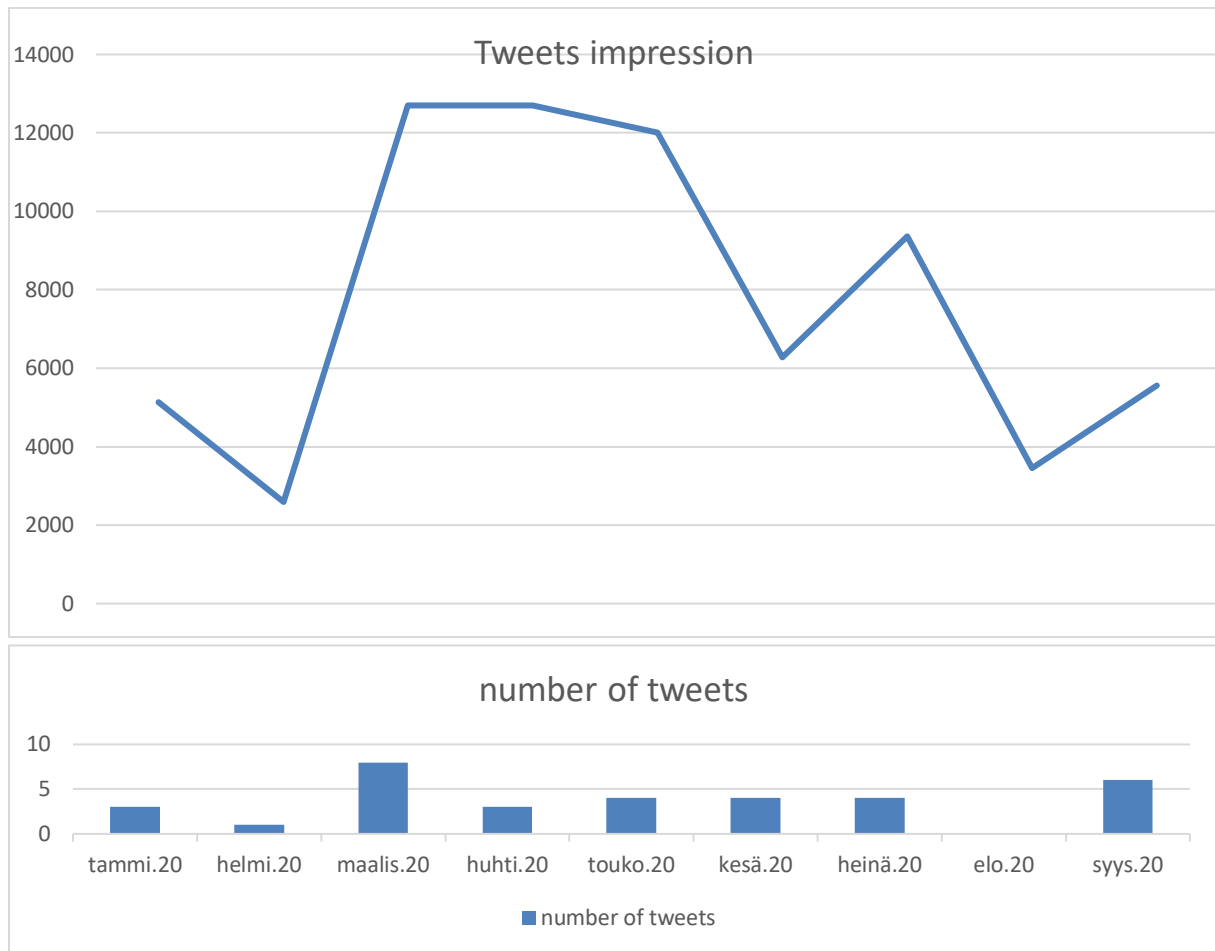


Figure 7: Overview of the activity on @ACTRISRI Twitter channel (from 1st January 2020 to 30<sup>th</sup> September 2020)

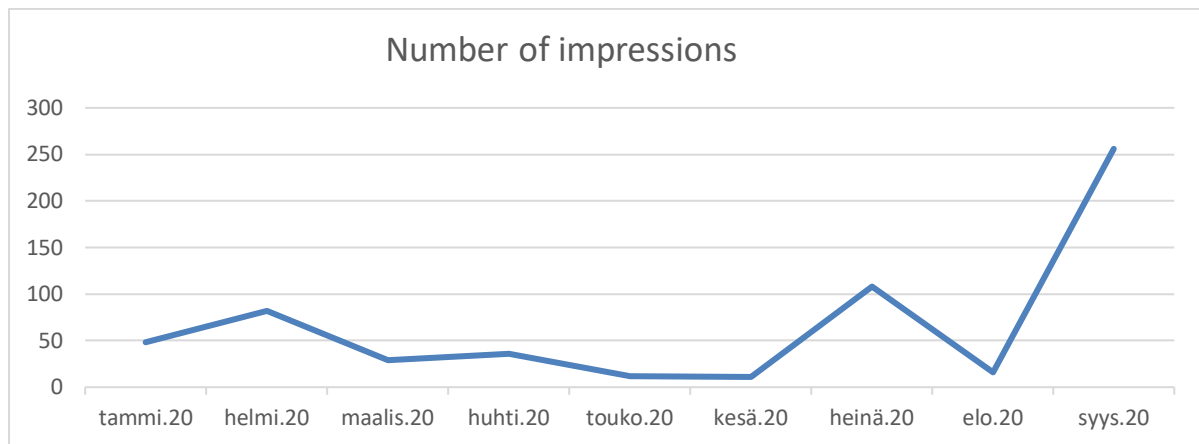


Figure 8: Overview of the activity on ACTRIS LinkedIn Page (from 1st January 2020 to 30<sup>th</sup> September 2020)

## 5 References

- ACTRIS communication and dissemination strategy (ACTRIS PPP Deliverable D9.2)
- ACTRIS Business Plan (ACTRIS PPP Deliverable D1.6)
- ACTRIS IMP Grant Agreement (N° 871115)