



Persistent Personal Data Vaults Empowering a Secure and Privacy  
Preserving Data Storage, Analysis, Sharing and Monetisation Platform

## D8.2

# Project Website and Communication Channels Instantiation

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<b>Abstract</b>	This deliverable is related to the online presence of DataVaults project, through the provision of the project's Website and the instantiation of all social media channels that will be used during the project for communication.
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## Executive Summary

The report at hand constitutes the supporting documentation of the implementation and deployment of the DataVaults Website and the instantiation of the DataVaults social media presence. The combined entities of Website, social media counts and supporting documentation, constitute deliverable D8.2 – “*Project Website and Communication Channels Instantiation*”.

**The DataVaults Website is available at: <https://www.datavaults.eu/>**

The Website has been designed following some of the best web design practices, to ensure a smooth and pleasant user experience for the visitor, effectively conveying the project’s key messages while constituting the DataVaults official online portal, hosting the project’s information, results and outcomes, news and blogging activities.

Popular social media channels are employed for communication purposes, as foreseen in deliverable D8.1 – “Dissemination, Communication and Stakeholder Engagement Plan”. Three different channels have been selected to serve different communication and dissemination purposes and reach out to diverse audiences, due to their inherent differences in style orientation, intended use, required adaptation of key messages to existing technical limitations (e.g. the maximum number of characters in a post). The presence and activity of DataVaults in these channels will be orchestrated by the communication strategy described in D8.1. The following four social media accounts have been created:

**Twitter [@DataVaultsH2020](https://twitter.com/DataVaultsH2020)<sup>1</sup>**

**Facebook page [DataVaults H2020 Project](https://www.facebook.com/DataVaults-H2020-Project-104528694494271/)<sup>2</sup>**

**LinkedIn [DataVaults H2020 Project](https://www.linkedin.com/company/datavaults-h2020-project/)<sup>3</sup>**

**YouTube [DataVaults](https://www.youtube.com/channel/UCJq66wrUyTGbs37UW-jSydA)<sup>4</sup>**

During the first months of the project, the Website will be further enriched in terms of structure (with the addition of sub-pages once enough material and results are produced from the other activities of the project) and functionality (for example the addition of a ‘Subscribe’ functionality, when the first Newsletter is available) in order to serve emerging needs. Content-wise, it will be regularly updated with technical and business insights from the DataVaults project, research results and more. The social media will reflect the project’s advancements and attract the interest of the audience through interesting content.

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<sup>1</sup> <https://twitter.com/DataVaultsH2020>

<sup>2</sup> <https://www.facebook.com/DataVaults-H2020-Project-104528694494271/>

<sup>3</sup> <https://www.linkedin.com/company/datavaults-h2020-project/>

<sup>4</sup> <https://www.youtube.com/channel/UCJq66wrUyTGbs37UW-jSydA>

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## 1 INTRODUCTION

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### 1.1 PURPOSE AND OBJECTIVES

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This report accompanies the establishment of the DataVaults Web presence, through the deployment of the official project's Website and the creation of accounts in selected popular social media channels.

It documents the design and implementation of the DataVaults Website, which is part of the activities of Task T8.3 – *“Communication Activities and Publicity”*. The Website will act as the main public online reference point of the project. Project information, public results, documentation, academic publications, communication material, news and opinions will be gathered in this Website and will be available to the public and the scientific community for communication and dissemination purposes. The uploaded content will be regularly updated and enriched with the contribution of the entire consortium, in alignment with the communication plan of Task T8.1 – *“Continuous Dissemination, Communication and Stakeholders' Engagement Planning”*. The Website has been designed taking into consideration privacy and security concerns, as required by the General Data Protection Regulation and Privacy Laws.

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### 1.2 DOCUMENT STRUCTURE

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The rest of this document is structured as follows:

- Section 2: Provides an overview of the DataVaults Website. The design principles that were followed, the structure and content of the Website as well as some core implementation information.
- Section 3: A brief description of the selected social media accounts and the strategy through which DataVaults will enhance the project's outreach, by disseminating the project's results and communicating any updates and news.
- Section 4: The concluding section wrapping up the most important points of this document.

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## 2 DATAVAULTS WEBSITE

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The DataVaults Website is available at <https://www.datavaults.eu/>

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### 2.1 DESIGN PRINCIPLES

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The DataVaults website has been on top of core web design good practices to achieve a pleasant user experience for all visitors, while establishing a strong and unified project identity through each page:

- Simple structure for intuitive Website navigation offering enhanced user experience. The important information expected from an Innovation Action project as DataVaults, are grouped and presented under the related pages.

- Easy access to the Website content through a comprehensive primary menu on top of every page. Currently this is a one-level menu. As the project progresses and project outcomes call for their own dedicated pages (ex. One page dedicated to each demonstrator), it will become a 2-level menu, following the same navigation principles for intuitive and simple structure.
- Contact information and social media accounts are available in the footer section of all pages as an easy reference point throughout the Website.
- A side menu is available in each post published through the “Blog” section. This side menu enables the user to find at a glance the 5 latest posts and also navigate easily through the post archive in a monthly view.
- The ‘three-click-rule’ has been applied, meaning that all content is findable within three clicks. Except for the primary menu, additional “Learn more” links and clickable icons can also lead to internal content. External links are also available (for example on each of the partners’ icons), which will open in a new tab, for the convenience of the user.
- Visual codification of information in ‘icons’ for reduction of unnecessary text descriptions.
- Use of screen-wide header images, designed by graphic artists exclusively for DataVaults. These images serve aesthetic purposes, provide a unified user experience among pages and promote the DataVaults branding.
- Clean and eye-friendly combinations of colours. Modern design which makes use of colour contrasts (dark blue/white) to provide a nice user interface and improve the user experience. Information is sharply presented and is not lost or overshadowed by other visual elements.
- Website colour palette aligned to the DataVaults logo and custom images designed by graphic artists for DataVaults, for enhanced project branding and harmonic look-and-feel.
- Alternative texts used for all images in the DataVaults Website, for increased accessibility to visually impaired users, for cases where loading of the images is not possible and optimization of content for search engine crawlers.
- Designed for maximum responsiveness, for access with various screen sizes, from different devices (desktop, tablet, mobile) and different browsers.
- Mobile friendly design, with responsive alignment and text sizes, adequate spaces between elements and appropriate clickable element sizes (button and icon) to enable easy use from a mobile device.

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## 2.2 WEBSITE STRUCTURE

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The Website structure is visible at the top of the DataVaults Website through the primary menu (Figure 2-1).



**Figure 2-1: DataVaults Website Primary Menu**

The primary menu contains the following menu items:

- **Home:** The landing page of datavaults.eu. The visitor can find some key information about the project, i.e. some key project facts in numbers, the logos of the consortium hyperlinked to the respective external websites, thumbnail presentation of the DataVaults Offerings. Once blogposts are available through the DataVaults Blog page, the Home page will also include a section with the 5 latest blogposts.
- **About:** A page providing an overview of the DataVaults project. The visitor can find the DataVaults Vision, Approach and Solution. Later, each of these subsections will have its own page, populated with the results of the design and implementation activities. These pages will be found under the “About” menu item.
- **Partners:** In this page, the visitor can find a list with the consortium members. A short description of the organisation’s profile and activities related to DataVaults as well as their role in the project is available for each partner.
- **Demonstrators:** This page provides an overview of the 5 DataVaults Demonstrators. As the pilot-related activities progress and produce their first outcomes, a separate page will be created for each demonstrator, available under the “Demonstrators” menu item.
- **Material:** This page hosts all the public material that will be created throughout the project, i.e. Results & Documentation, Open Source Code, Research Publications, Communication Material, Liaisons & Relevant Links.
- **Blog:** This page contains all posts created by the consortium to provide visitors with the latest information about the project’s news (dissemination activities, events, meetings) as well as insights on the project outcomes and the related scientific research areas.
- **Contact:** This menu item scrolls the user’s browser to the footer section of the page one is currently viewing, where one can find contact information and links to the DataVaults social media accounts.

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## 2.3 WEBSITE CONTENT OVERVIEW

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Screenshots of the DataVaults pages from a desktop browser follow, accompanied by descriptions of their content. The mobile view includes the same content, with some adaptations (ex. number of elements per row) due to space limitations.

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### 2.3.1 “Home” Page

As depicted in the following figures (Figure 2-2 and Figure 2-3), the DataVaults “Home” page consists of 6 main sections. The purpose of this page is to give a glimpse of the key project

facts to the visitors and be the starting point for the navigation to the other pages that go deeper into details either through the primary menu or through the provided linkable elements (buttons and icons). The 6 sections contain:

1. The header area (available in all pages). It contains the DataVaults logo and the primary menu.
2. Image slideshow conveying 3 key messages of DataVaults.
3. Factsheet area, depicting the key facts of DataVaults as infographics, with the selection of appropriate icons. The Partners, Countries and Demonstrators icons are hyperlinked to other pages.
4. The Partners area contains the logos of the 17 DataVaults partners. Each icon is hyperlinked to the official website of the partner.
5. Project Offerings area, enlisting the 6 key services that will be developed by the DataVaults solution. Again, they are communicated to the visitor with the help of icons and short text descriptions. A “Learn more” button navigates the visitor to another page with more information.
6. The footer area (available in all pages). It contains contact and social media information and links as well as the acknowledgement of funding by the EC.

Once the “Blog” page is populated with material, a blog section will be added to the “Home” page, featuring the 5 latest posts.

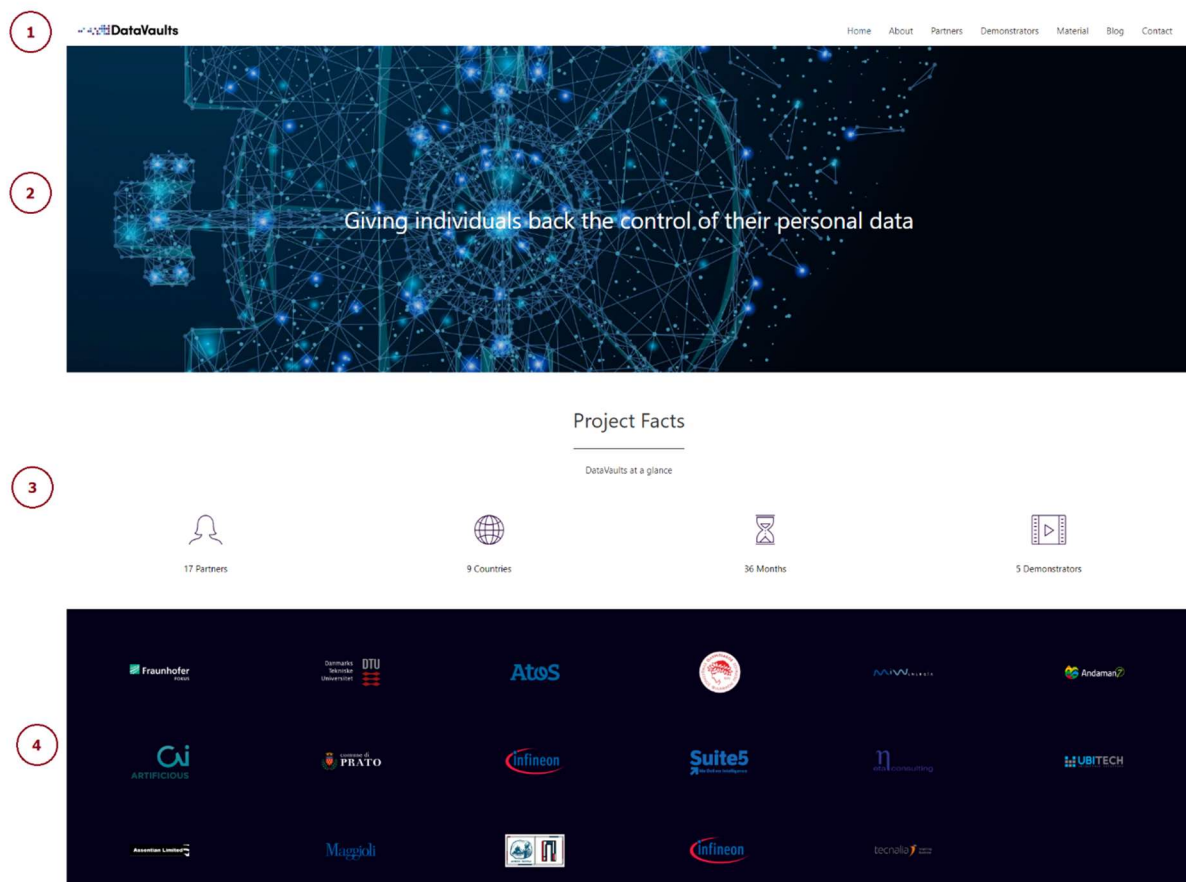


Figure 2-2: DataVaults Home Page 1/2



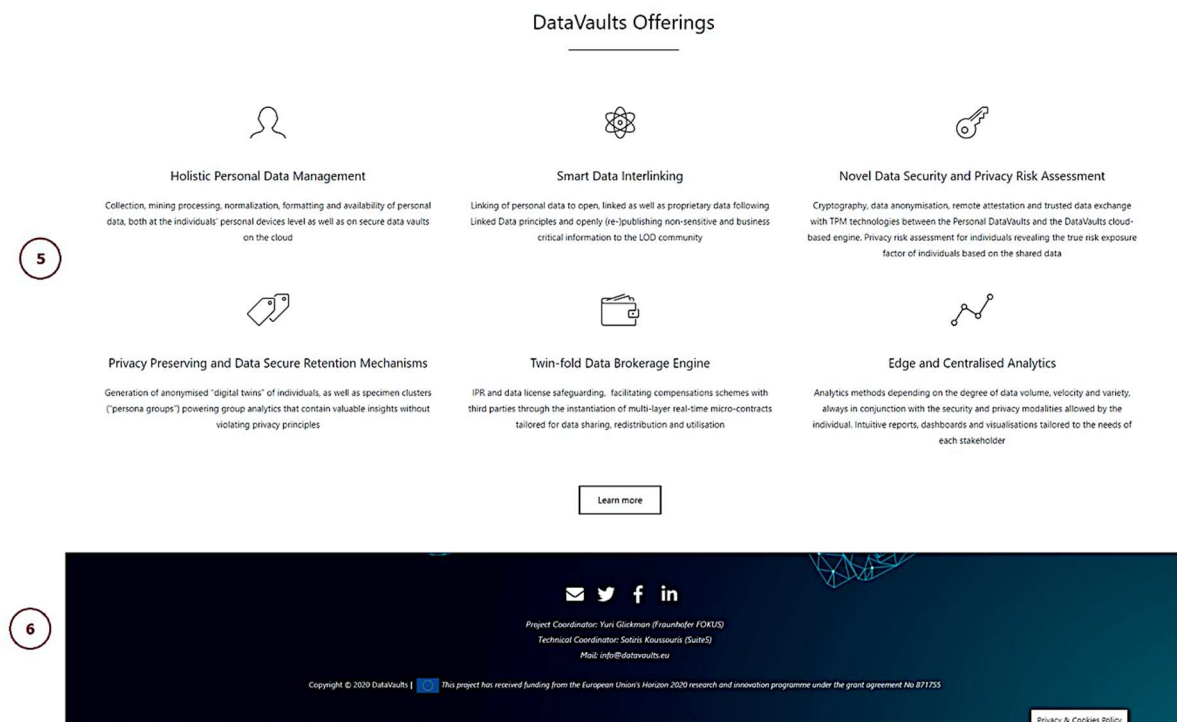


Figure 2-3: DataVaults Home Page 2/2

### 2.3.2 “About” Page

This page presents the drivers of the DataVaults project: The Vision to overcome the problematic aspects of the as-is personal data sharing scene, the Approach of DataVaults towards this challenge using state-of-the-art technologies and finally the Solutions DataVaults will offer to its users, formed as 7 services (**Error! Reference source not found.**Figure 2-4).

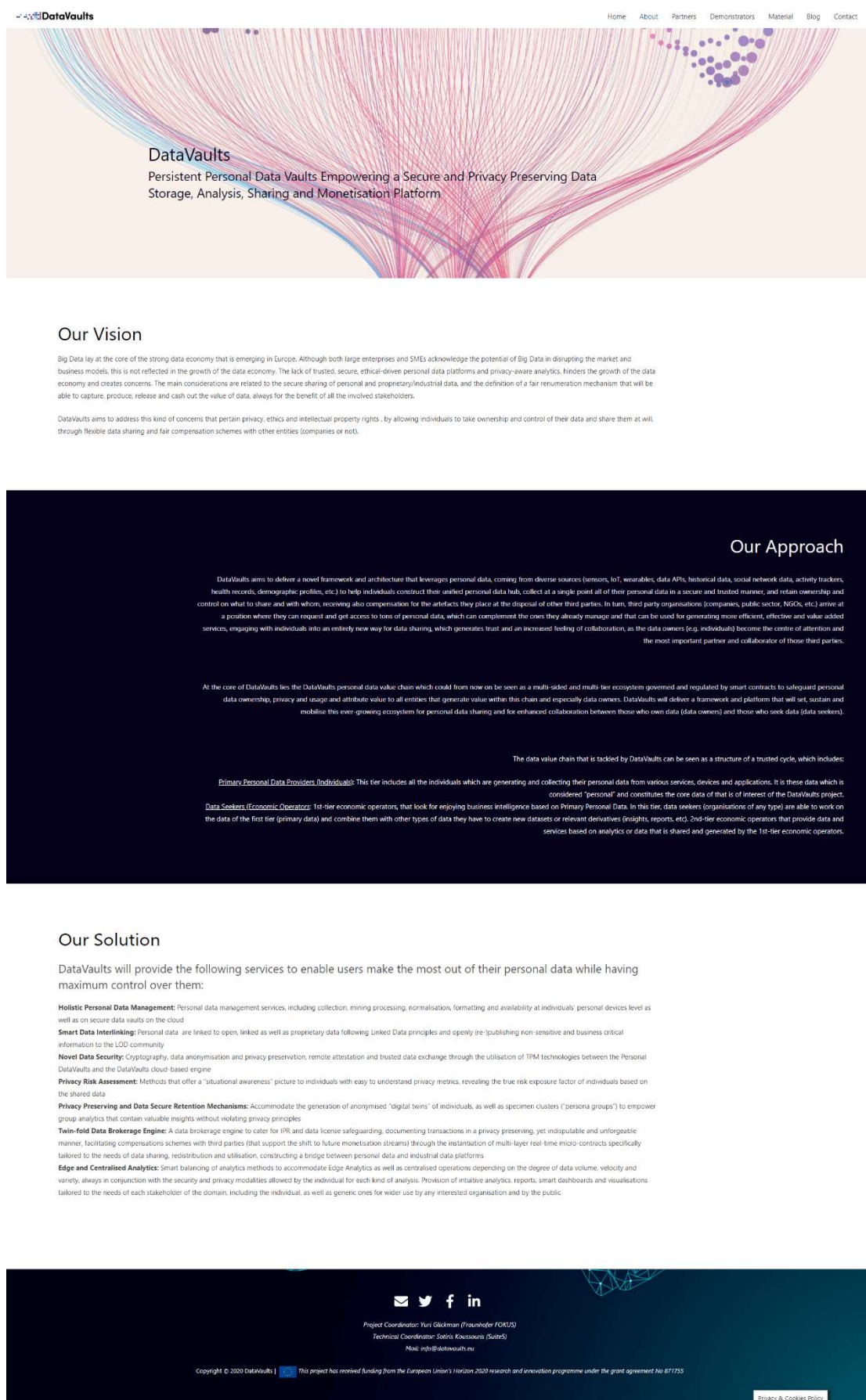


Figure 2-4: DataVaults About Page

### 2.3.3 “Partners” Page

The 17 partners of the DataVaults consortium are briefly presented in the “Partners” page (Figure 2-5). A paragraph is dedicated to each partner, comprising the logo, short profile and role in DataVaults. The logos and names are hyperlinked to the organisations’ official Websites.

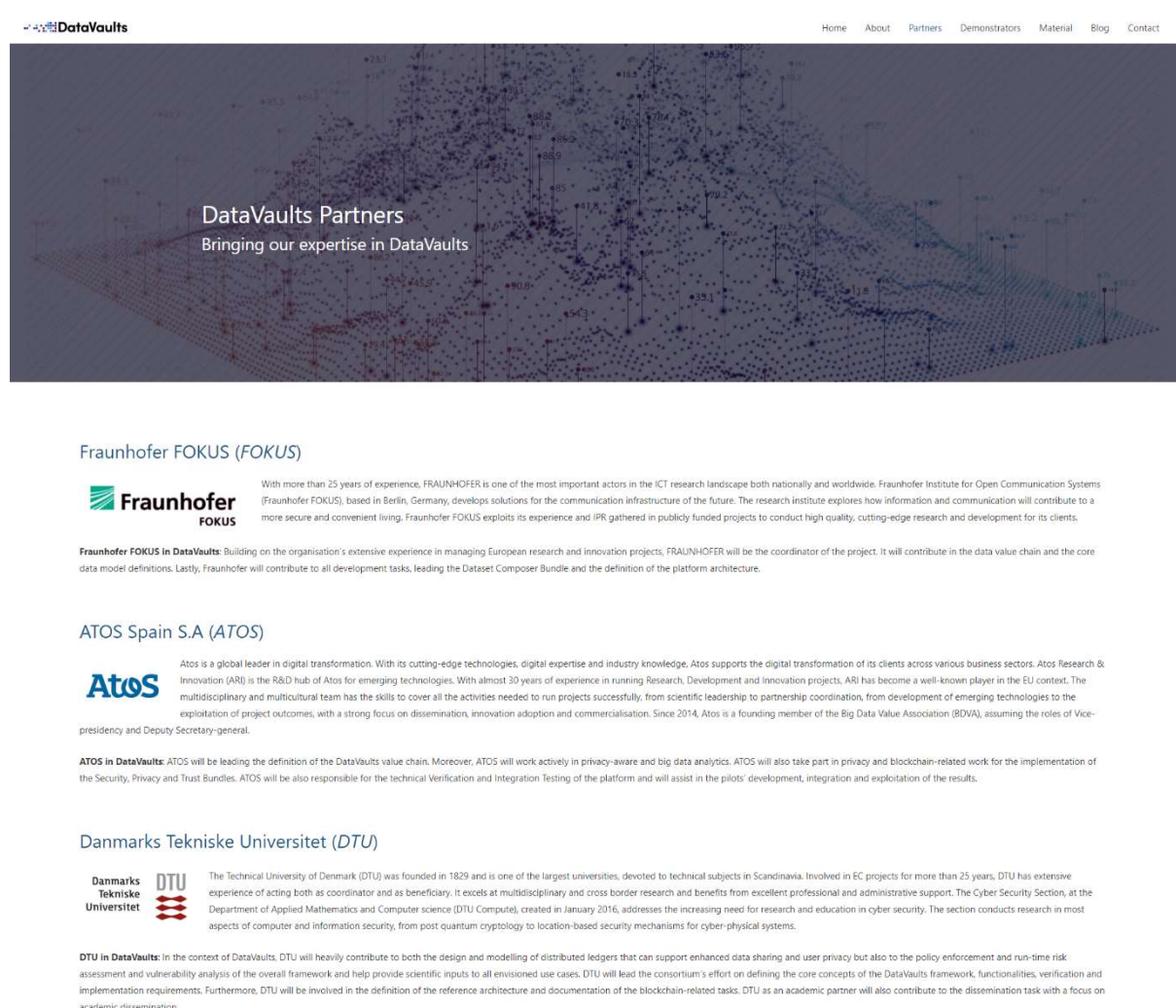


Figure 2-5: Snippet of DataVaults Partners Page

### 2.3.4 “Demonstrators” Page

The 5 DataVaults demonstrators are presented briefly in this page (Figure 2-6). A paragraph is dedicated to each demonstrator, including the responsible pilot organisation and its objectives from the integration of DataVaults in the current operations and activities. In later stages, a separate demonstrator page will be created for each pilot, including detailed information about the use cases, their operation and more.

**DataVaults Demonstrators**  
5 Demonstrators with 5 key organisations  
to showcase the added value of DataVaults services

**Demonstrator #1 – Sports and activity personal data**  
(OLYMPIAKOS)

Olympiakos aims to adopt DataVaults, use it and promote it to the key stakeholders (members, fans, athletes, sponsors) to develop a stronger relationship with them and encourage them to care about the sharing, availability and update of their data (especially those are related to social media activity and the preferences) securing their privacy. This will assist the club to use current and future data to better engage and interact with key stakeholders and reorganise its strategic plan (new market segmentation, marketing campaigns for specific target groups, finding specific sponsors etc.).

**Demonstrator #2 – Strengthening entrepreneurship and mobility**  
(Municipality of Piraeus)

Though DataVaults, PIRAEUS aspires to renovate the way it collects, manages and analyses data, moving from simple information provision and limited feedback solutions such as PireApp towards embracing novel citizens and visitors engagement practices. The DataVaults app will allow the targeted stakeholders to provide more and richer data to the city, entailing more personalized services, always in a trusted and secure manner, respecting their privacy.

**Demonstrator #3 – Healthcare data retention and sharing**  
(ANDAMAN7)

By integrating Andaman7 and DataVaults, users will be able to make better use of their data (share data for care and/or research in a broad sense) but also collect additional data aggregated by DataVaults and stored in Andaman7. This enriched data will be usable for additional types of data treatments (AI based techniques, big data discovery, personal medicine, etc.).

**Demonstrator #4 – Smarthome Personal Energy Data**  
(MIWENERGIA)

MIWenergia will make use of DataVaults to design personalised services for its clients by analysing personal data they share through the platform. Additionally, MIWenergia will be able to make its commercial campaign more effective by targeting specific needs. As the data pool that will be available over DataVaults will span over multiple domains, aspects that can build better user profiles in terms of energy utilisation and energy efficiency will be covered.

**Demonstrator #5 – Personal data for municipal services and the tourism industry**  
(PRATO)

The possibility given by the DataVaults platform to collect citizens/tourist personal data like position, moving path around the city, attendance of different events, profile data, would enable PRATO to carry out analyses of service fruition and improve the related offer, serving these insights also to commercial operators willing to pay for access to such kind of massive data.

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Privacy & Cookies Policy

Figure 2-6: DataVaults Demonstrators Page



### 2.3.5 “Material” Page

This page will host all material produced during the DataVaults project for dissemination and communication purposes (Figure 2-7). This includes the project’s documentation such as public deliverables, research outcomes through published conference and journal papers, open source code of the developed tools, communication material like brochures, newsletters and videos and the enhancement of joint activities and promotion of sister projects through established liaisons. Links to relevant communities (e.g. the BDVA<sup>5</sup> community for Big Data) will also be available through this page. Currently the thumbnails of this section are “greyed out”, as there is no available material yet, however they will shortly be updated with the first projects results.

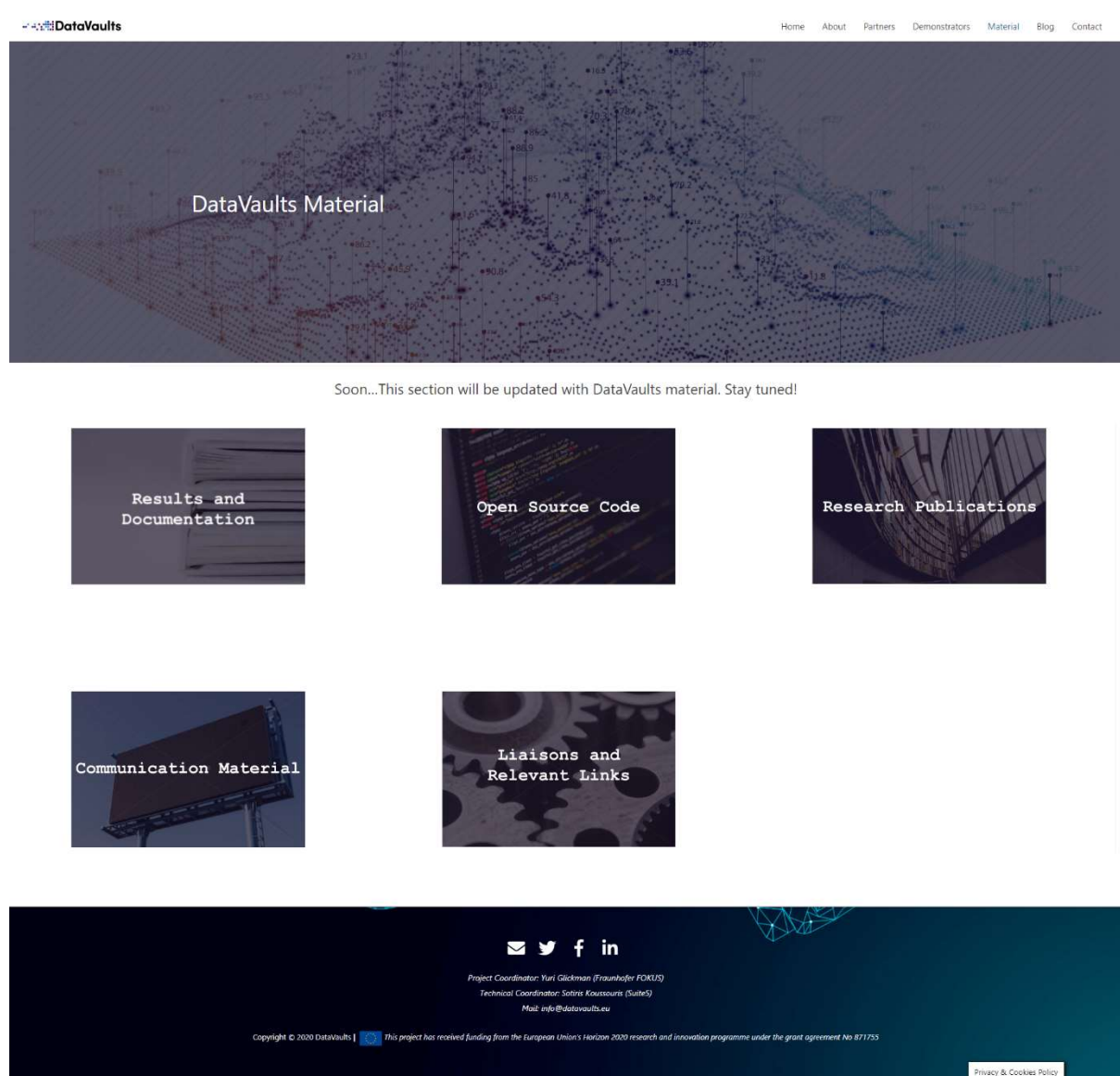


Figure 2-7: DataVaults Material Page

<sup>5</sup> <http://www.bdva.eu/>

### 2.3.6 “Cookie Policy” Page

This page is not part of the primary menu, however it can be accessed through the button “Privacy & Cookie Policy” which is available at the bottom of all pages. It explains to the user what cookies are and their operation in the DataVaults Website. A list of the cookies used by the DataVaults website (name, type, use) is also included.

**Cookie Policy**

**About this cookie policy**

This Cookie Policy explains what cookies are and how we use them. You should read this policy to understand what cookies are, how we use them, the types of cookies we use i.e, the information we collect using cookies and how that information is used and how to control the cookie preferences. For further information on how we use, store and keep your personal data secure, see our Privacy Policy.

Your consent applies to the following domains: [www.datavaults.eu](http://www.datavaults.eu)

**What are cookies ?**

Cookies are small text files that are used to store small pieces of information. The cookies are stored on your device when the website is loaded on your browser. These cookies help us make the website function properly, make the website more secure, provide better user experience, and understand how the website performs and to analyse what works and where it needs improvement.

**How do we use cookies ?**

As most of the online services, our website uses cookies first-party and third-party cookies for a number of purposes. The first-party cookies are mostly necessary for the website to function the right way, and they do not collect any of your personally identifiable data.

The third-party cookies used on our websites are used mainly for understanding how the website performs, how you interact with our website, keeping our services secure, and all in all providing you with a better and improved user experience and help speed up your future interactions with our website.

**What types of cookies do we use ?**

**Essential:** Some cookies are essential for you to be able to experience the full functionality of our site. They allow us to maintain user sessions and prevent any security threats. They do not collect or store any personal information. Statistics: These cookies store information like the number of visitors to the website, the number of unique visitors, which pages of the website have been visited, the source of the visit etc. These data help us understand and analyse how well the website performs and where it needs improvement.

**Preferences:** These cookies help us store your settings and browsing preferences like language preferences so that you have a better and efficient experience on future visits to the website.

The below list details the cookies used in our website.

COOKIE	TYPE	DESCRIPTION
_ga	persistent, third party, necessary	Used to distinguish users for Google Analytics.
_gat	persistent, third party, necessary	Used to throttle request rate for Google Analytics.
_gid	persistent, third party, necessary	Used to distinguish users for Google Analytics.
cookieinfo-checkbox-necessary	persistent, third party, necessary	Records the default button state of the corresponding category. It works only in coordination with the primary cookie. From the GDPR Cookie Consent plugin.
cookieinfo-checkbox-non-necessary	persistent, third party, necessary	Records the default button state of the corresponding category. It works only in coordination with the primary cookie. From the GDPR Cookie Consent Plugin
Jetpack_sso_nonce	persistent, third party, necessary	Used for nonce verification. From Jetpack plugin
Jetpack_sso_original_request	persistent, third party, necessary	Stores the URL of the original login request. From Jetpack plugin
tk_ai	session, third party, necessary	Stores a randomly-generated anonymous ID. This is only used within the admin area and is used for general analytics tracking. From Jetpack plugin
viewed_cookie_policy	persistent, third party, necessary	The primary cookie that records the user consent for the usage of the cookies upon accept and reject. It doesn't track any personal data and is set only upon user action(accept/reject). From GDPR Cookie Consent Plugin
wordpress_test_cookie	session, third party, necessary	Tests that the browser accepts cookies. From WordPress

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[Privacy & Cookies Policy](#)

Figure 2-8: DataVaults Cookie Policy Page

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## 2.4 WEBSITE'S BACKEND

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The DataVaults Website is built on the open source Content Management System WordPress 5.3.2, one the most popular and powerful publishing platforms.

Thorough research on best implementation practices and the best themes tools and plugins preceded the selection of the final toolkit that makes up the DataVaults Website.

The selected theme is Astra by Brainstorm Force<sup>6</sup>. With more than 700.000 active users, it is one of the most popular WordPress themes, because of the features that make it distinct from the competition: Astra is fast, fully customisable, very lightweight and offers unparalleled speed. It comes with integrated Schema.org code and is Native AMP (Accelerated Mobile Pages) offering Search Engine Optimisation (SEO).

Regarding SEO, besides selecting a SEO- friendly theme like Astra, the Yoast SEO<sup>7</sup> plugin has also been installed. It is a powerful plugin enabling the addition of page metadata, the construction of a sitemap, the linking of social media pages and more. All these together with manual actions such as the addition of alternative image descriptions, have led to the DataVaults Website scoring a 69 SEO score (using the Woorank Chrome extension<sup>8</sup>), which is very satisfactory when taking into account that the dissemination through social media posts, which will generate multiple backwards links and increase the SEO score, has not yet started.

Google Analytics is appropriately set up and configured, in order to analyse the DataVaults Website's traffic, through tracking of number of visits, popular content and average time on the website.

Special care has also been taken for performance optimisation, through caching and code minification, with the configuration of one of the most prominent tools: W3 Total Cache<sup>9</sup>. The Website is also customised for mobile devices, as enabled by the responsive theme and design configurations where needed.

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<sup>6</sup> <https://wpastra.com/>

<sup>7</sup> <https://yoast.com/wordpress/plugins/seo/>

<sup>8</sup> <https://www.woorank.com/en/features/woorank-extension>

<sup>9</sup> <https://el.wordpress.org/plugins/w3-total-cache/>

### 3 DATAVAULTS SOCIAL MEDIA

#### 3.1 DATAVAULTS IN TWITTER

The [@DataVaultsH2020](#) account has been created in Twitter. This account will be regularly updated and will serve as a medium to: (a) publish original DataVaults content (e.g. participation to events, news, results), (b) post content from 3<sup>rd</sup> parties relevant to DataVaults, and (c) retweet posts from other accounts to create communication bridges with other projects and the Twitter community, attract more followers and keep the account active.

During the first months of DataVaults, the project' results may not suffice for a constant Twitter presence. This is the reason the DataVaults twitter feed and relevant hashtags (e.g. #BigData, #LinkedData, #OpenData, #DataAnalytics, #Blockchain) will be monitored to identify and further promote relevant content of interest to the DataVaults followers. At the same time, by following relevant accounts (belonging to influencers in the areas of Big Data, linked data, Open Data, Blockchain and to sister projects), DataVaults will create a community thus establishing a strong presence for the project in Twitter.

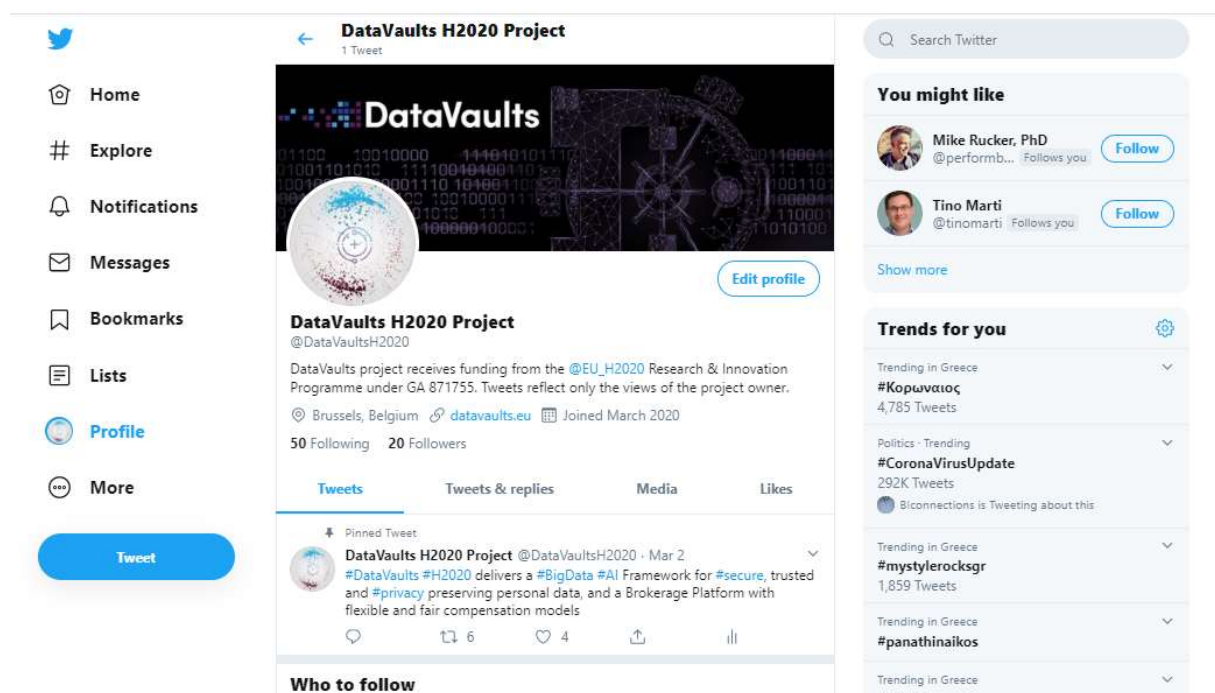


Figure 3-1: DataVaults in Twitter

#### 3.2 DATAVAULTS IN FACEBOOK

The “[DataVaults H2020 Project](#)” public page has been created for DataVaults in Facebook. Facebook will be mainly used as a mainstream media to further disseminate content posted in the Twitter account, as well as a medium for partners to directly post photos and other content. It is not expected to be the cornerstone of the social media strategy of DataVaults, due to limitations in inviting people as well as its more commercial and interpersonal/casual orientation as a medium, thus it will act more as a retransmission medium.



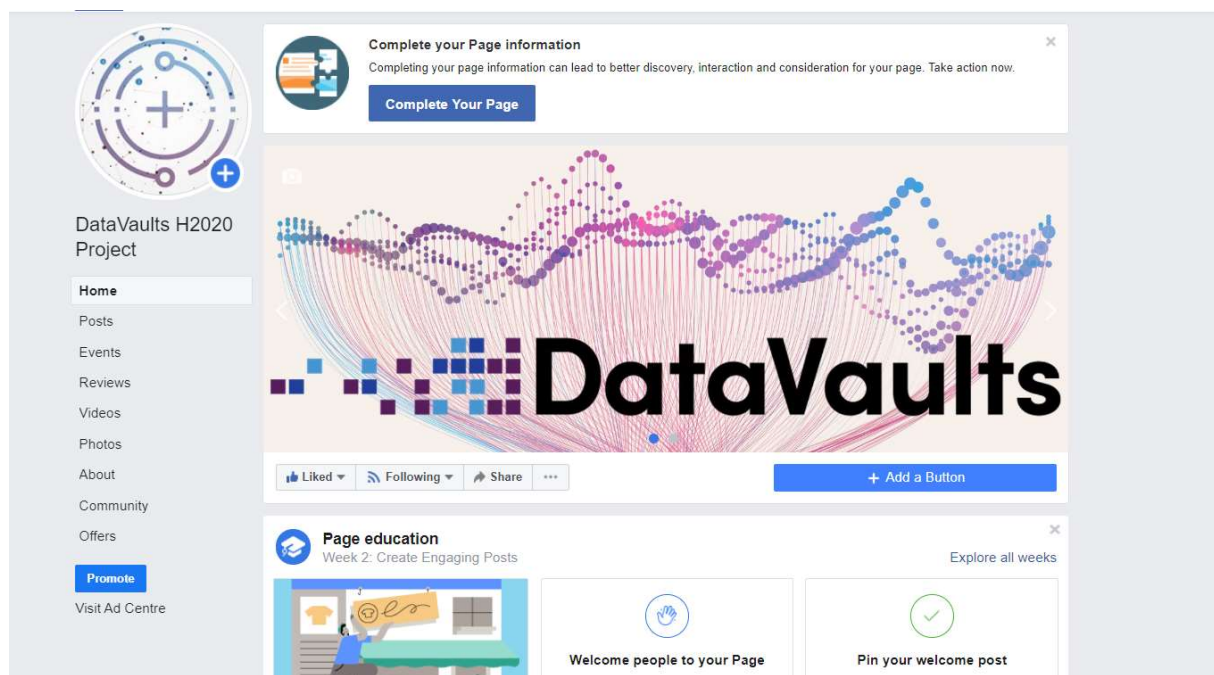


Figure 3-2: DataVaults in Facebook

Indicatively, the first Facebook post of DataVaults has reached 867 people and 42 Engagements only within the first day.

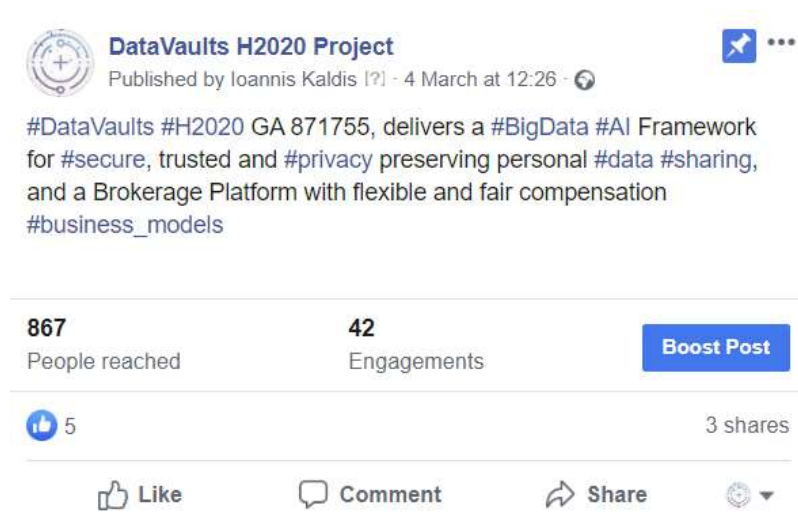


Figure 3-3: DataVaults Facebook indicative dissemination post

### 3.3 DATAVAULTS IN LINKEDIN

A [DataVaults H2020 Project](#) page has been created in LinkedIn. LinkedIn is the perfect medium to strengthen and extend the professional network of DataVaults project. It is a great point of information on industry trends and sharing best practices with other projects and organisations. It allows for publishing extensive articles and in-depth analyses, going beyond the philosophy of the short and catchy posts available in other social media. Another advantage of its professional nature is that initially the partners could exploit their existing LinkedIn connections to boost the kick-off of the DataVaults page.

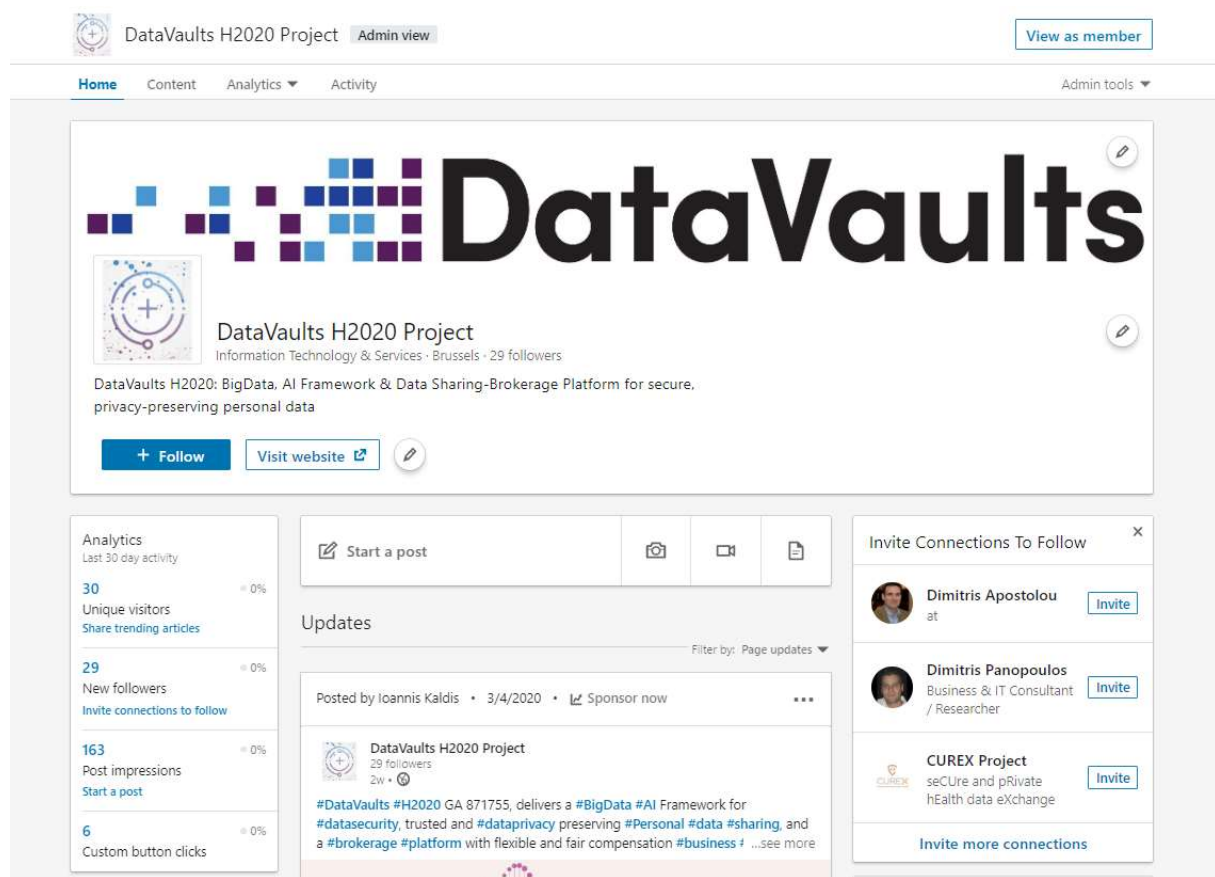


Figure 3-4: DataVaults in LinkedIn

### 3.4 DATAVAULTS IN YOUTUBE

A [DataVaults YouTube Channel](#) has been created for DataVaults. The overall scope of having a YouTube channel is to upload the informational and promotional videos of DataVaults, which are expected to be created in the second period of the project.

Moreover, YouTube will also be used for sharing insights and interviews of consortium members and testimonials of prospective users and organisations.

## 4 CONCLUSIONS

This report accompanies the DataVaults Website and establishment of its social media presence. These tools will act as the main communication points of the project to the world of both research/academia but also to the general public.

The DataVaults Website has been appropriately structured to host all the project's results, news and materials. It will be regularly updated with new communication material and blogposts produced according to the Dissemination and Communication Plan, in order to be a living source of information around DataVaults.

DataVaults will also make use of the potential of the social media to promote its results, create a community of followers and reach out to target audiences, preparing the scene for the future exploitation and adoption of the developed solutions, according to the key performance indicators (KPIs) set within the dissemination and communication plan presented in D8.1. The relevant activities are considered to be slightly ahead of plan, since we have not only achieved "instantiation" of the relevant channels, but also several social media posts and initial website content entries are already in place.