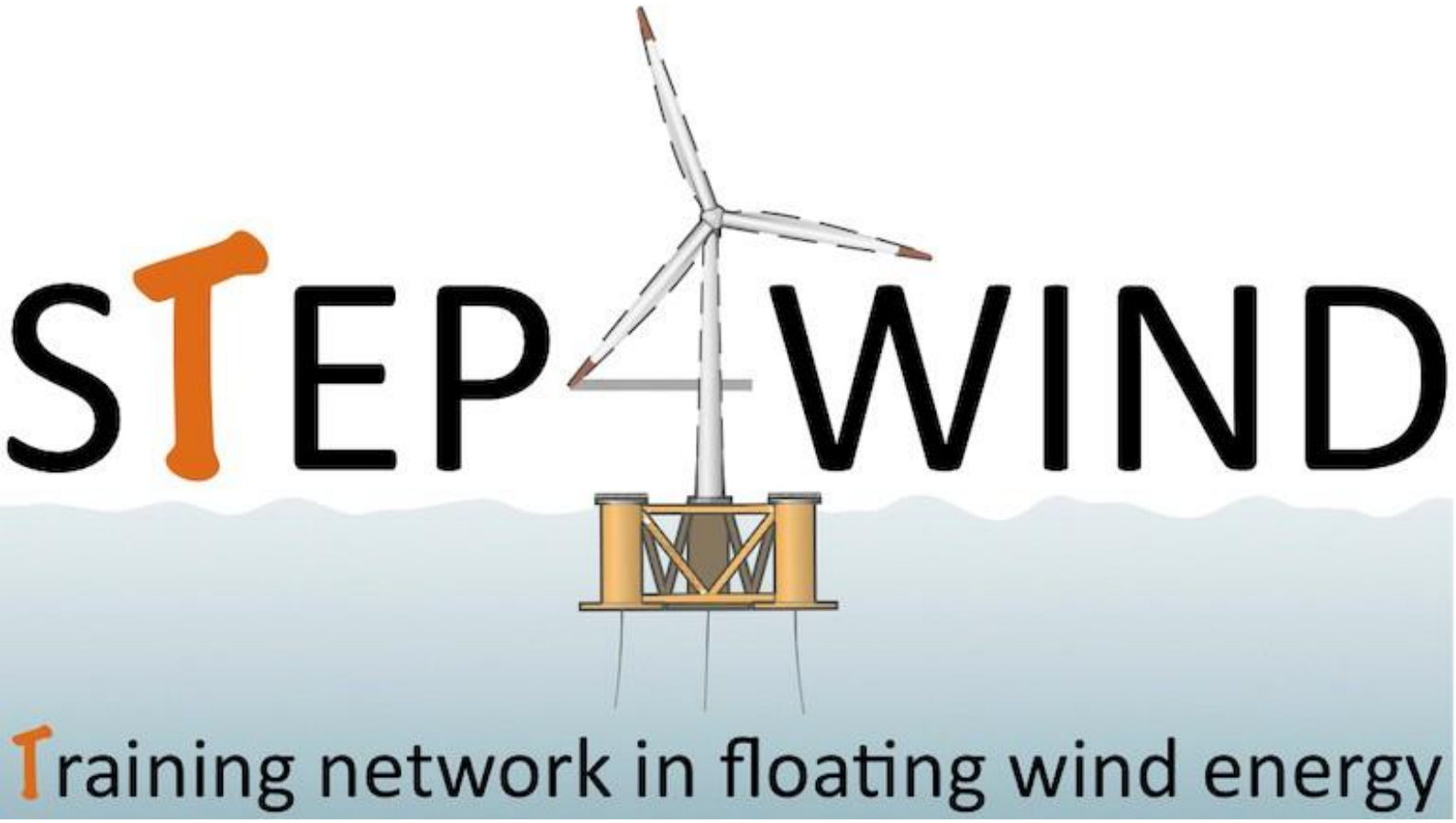
D5.1 Completed websites and Twitter account



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Document History

Revision Nr	Description	Author	Review	Date
1	First draft	Oana Trifan		July 2024
2	Final version	Axelle Vire, Oana Trifan	Internal review	August, 28th 2024

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1. Introduction

This document describes the structure of the STEP4WIND website and the social media intensively used for our outreach throughout the project duration and is in line with previous deliverables on dissemination activities such as D5.3 Progress reports on the outreach activities.

Due to the COVID19 pandemic, most of the events (dissemination and consortium meetings) have been moved from physical meetings to on-line environments. This has resulted in a shift of our communication strategy, because of the unknown and unpredictable evolution of the pandemic. The STEP4WIND consortium has adapted its communication focus on relevant outreach channels to still engage with our community, network, stakeholders and events participation.

In recent years, (2022 onwards), as Twitter has seen a decline in user engagement and a decrease in follower counts, this has prompted many users, including us, as consortium, to focus more on the website updates and other channels, like LinkedIn where we would engage with the same targeted audience, and get still the same visibility for impact.

2. Twitter

As Twitter users have started tweeting far less frequently, the platform that was once the place to go for real-time updates, community, and breaking news, has begun losing popularity. Due to this trend, within the STEP4WIND project we have focused on Twitter the first two years of the project (https://x.com/step4wind), while concentrating the last years of the project more on LinkedIn and the website. Please refer to the Twitter / X account using the link mentioned for a better overview of its usage.

Figure 1. Homepage Twitter/X

3. LinkedIn

LinkedIn, traditionally known as a professional networking platform, has quietly transformed in the last recent years into a more versatile social platform. While it still serves as a hub for job seekers and industry professionals, it has expanded its horizons to encompass a wider range of content. Content previously more likely found on Twitter or even Facebook.

STEP4WIND LinkedIn page has been frequently updated by all the ESRs involved in the project according to a commonly agreed rotating scheme: https://www.linkedin.com/company/step4wind/, consisting of different content type, from social to professional. The ESR's engagement in the LinkedIn updates (e.g. by posting, but also sharing further within their network) has resulted in 336 followers and a wide range of audiences reached. Refer to our LinkedIn page to get a better view of this communication and promotion channel usage.

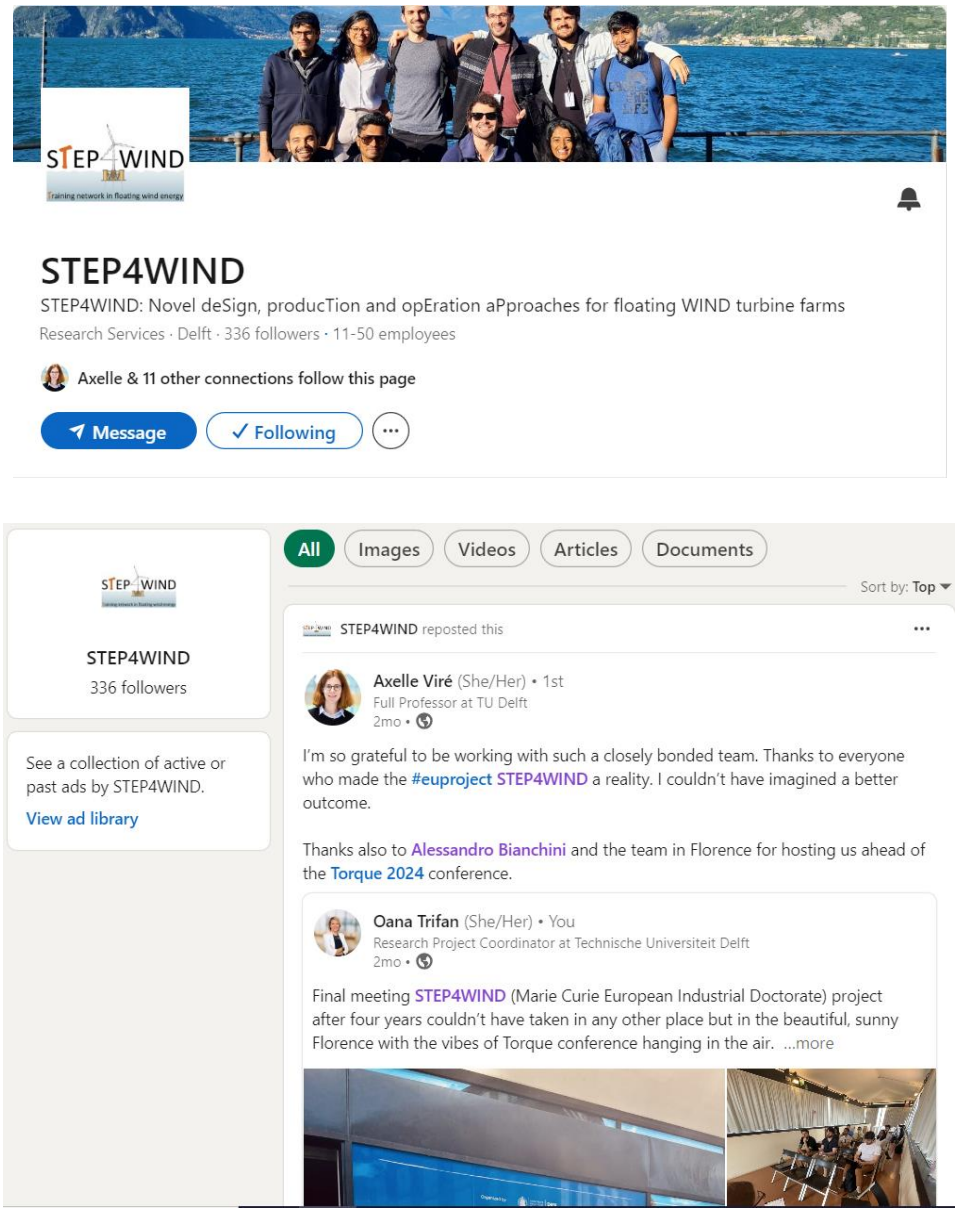

Figure 2. Homepage LinkedIn

4. Website

The STEP4WIND website has been created as a lively and dynamic platform to present and exchange information about the project. The website domain is https://step4wind.eu/. The website has been and still is the public information centre of the project and its “cover letter” to any visitor. Therefore, its interactive and user-friendly design makes it suitable to a wide variety of users. It shows all relevant information about the project whilst inviting interested parties to take part in or get in touch with the consortium and is mobile compatible, to engage with audiences on the go.

1.1. Structure

The structure of the website is simple and easy to grasp. Eight main sections structure the key information about the project:

- Home → Brief description of the project.
- News → Presenting news and events related to the project.
- Projects → All PhD research projects briefly described
- Training →. All training and workshop events organised by the consortium partners.
- Consortium →. Two tabs describing the academic and industrial partners within the project, and also the partner organisations (i..e stakeholders) contributing to the project through their valuable knowhow and secondments.
- People → Four tabs describing the PhD, their supervisors, the Advisory board and the project management team.
- Dissemination → Four tabs zooming in on the Publications, Talks, Outreach and deliverables set out within the project.
- Contact → This page invites visitors to fill in a form to get in touch with the project.

The website has been updated and fed with content, such as news, updates, videos on a regular basis.

1.2. The look

Below are a few screenshots of the STEP4WIND website structure:

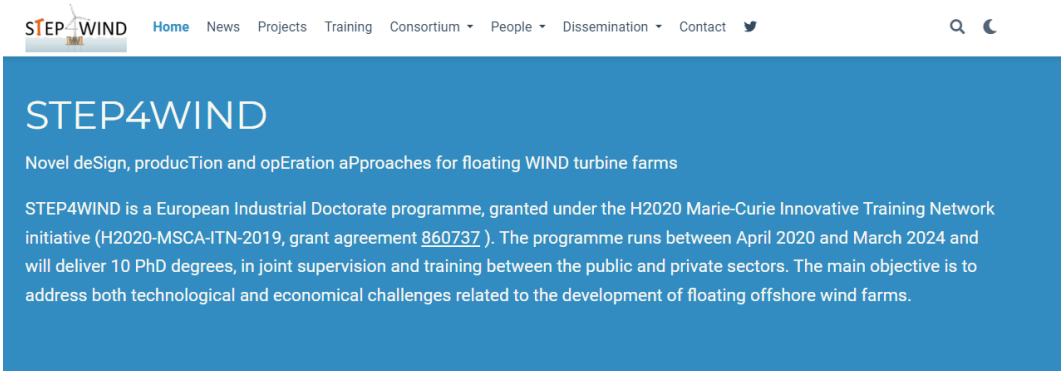

Figure 3. Homepage website

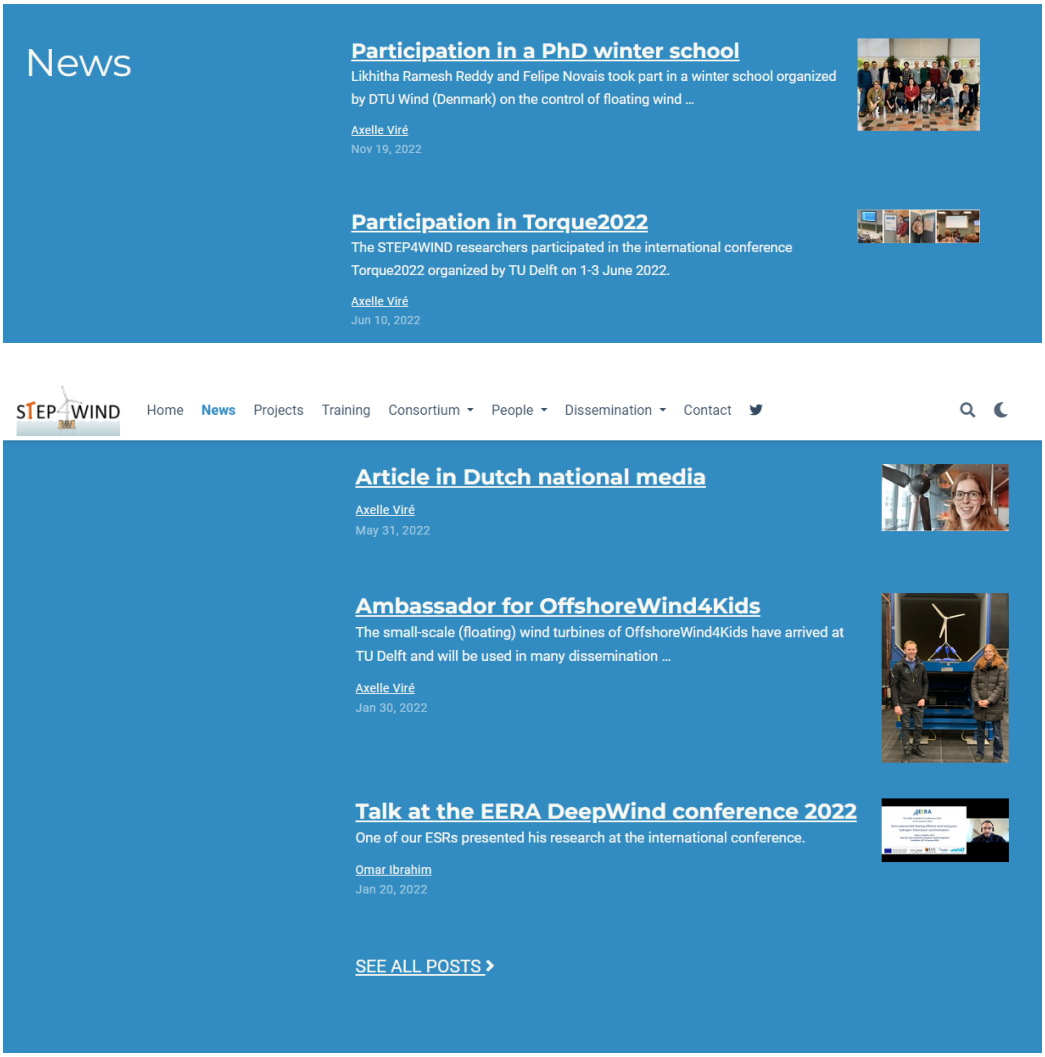

Figure 4. News

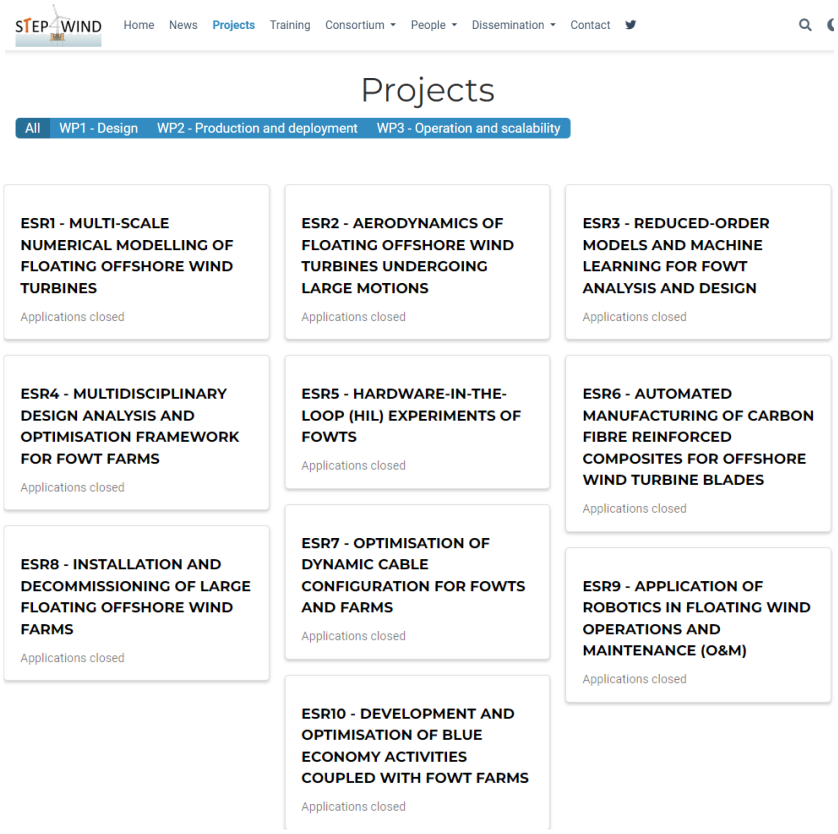

Figure 5. Projects

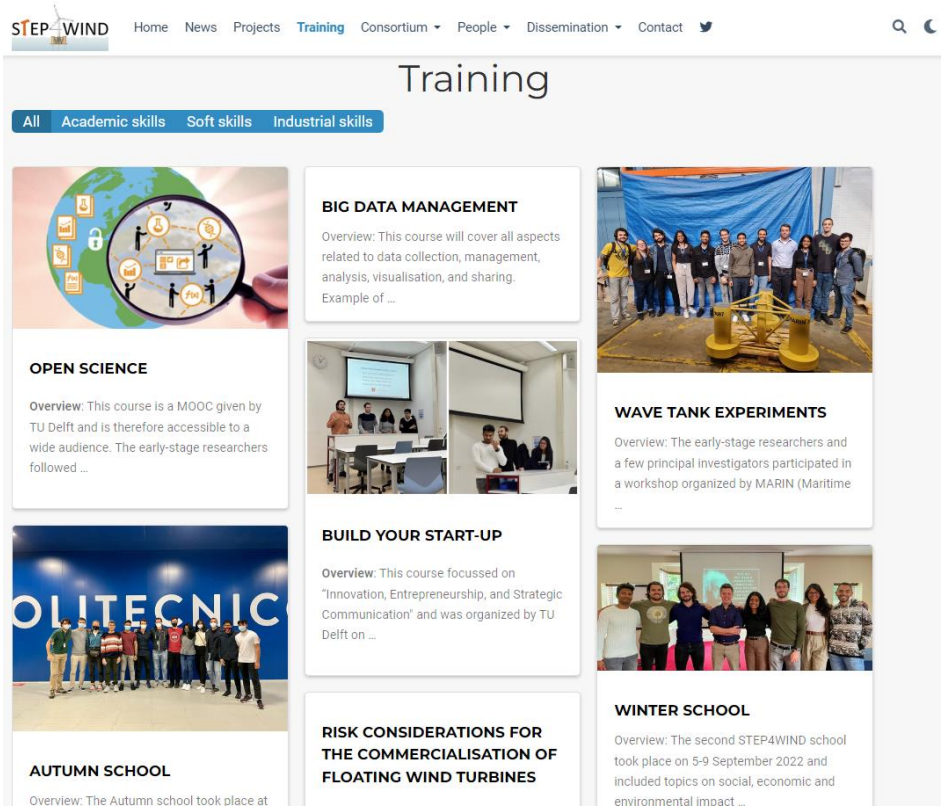

Figure 6. Training

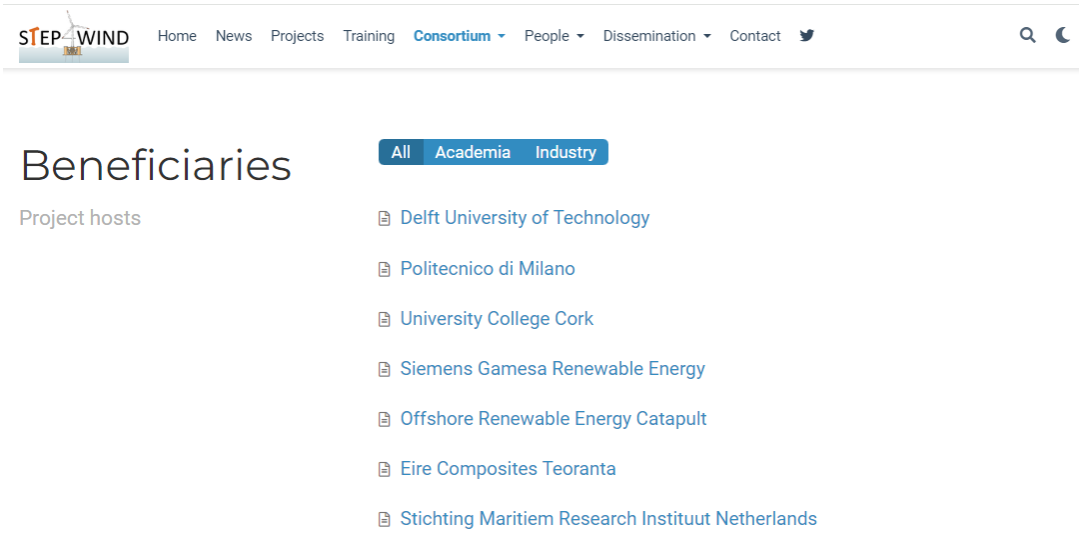

Figure 7. Beneficiaries

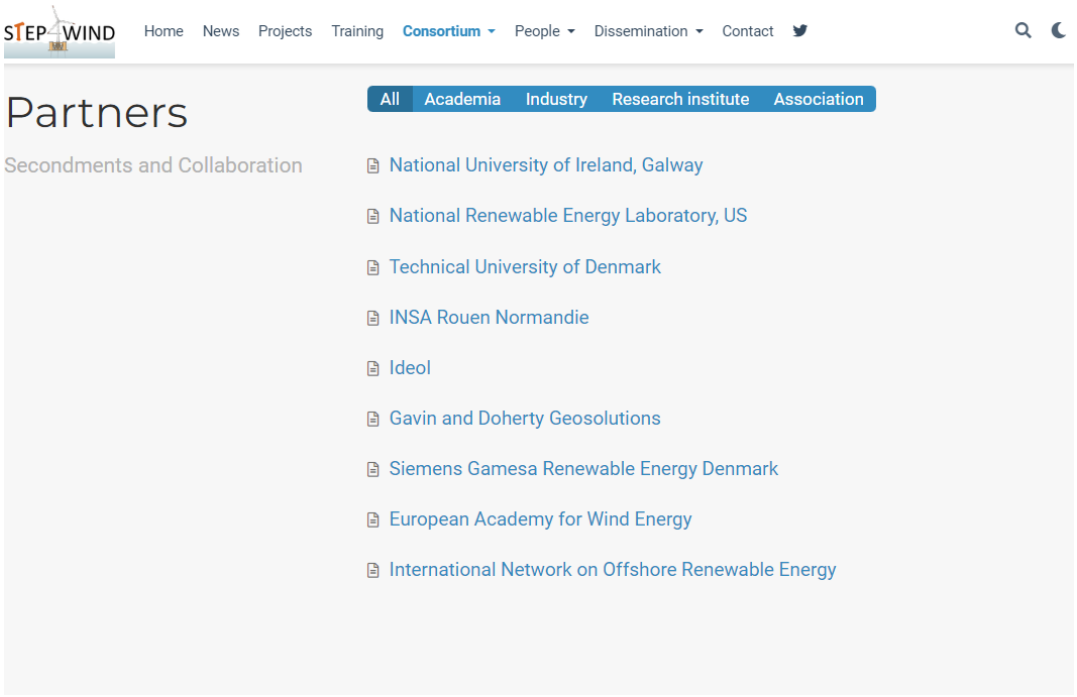

Figure 8. Partner Organisations

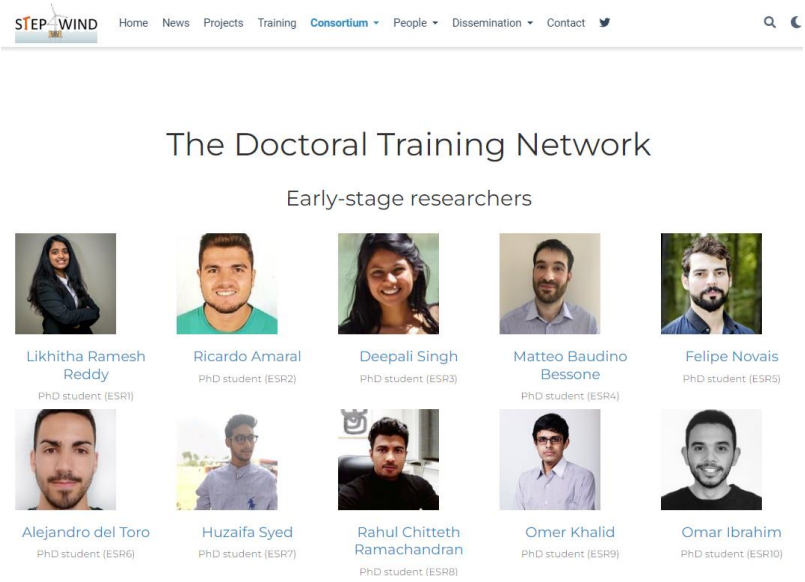

Figure 9. ESRs

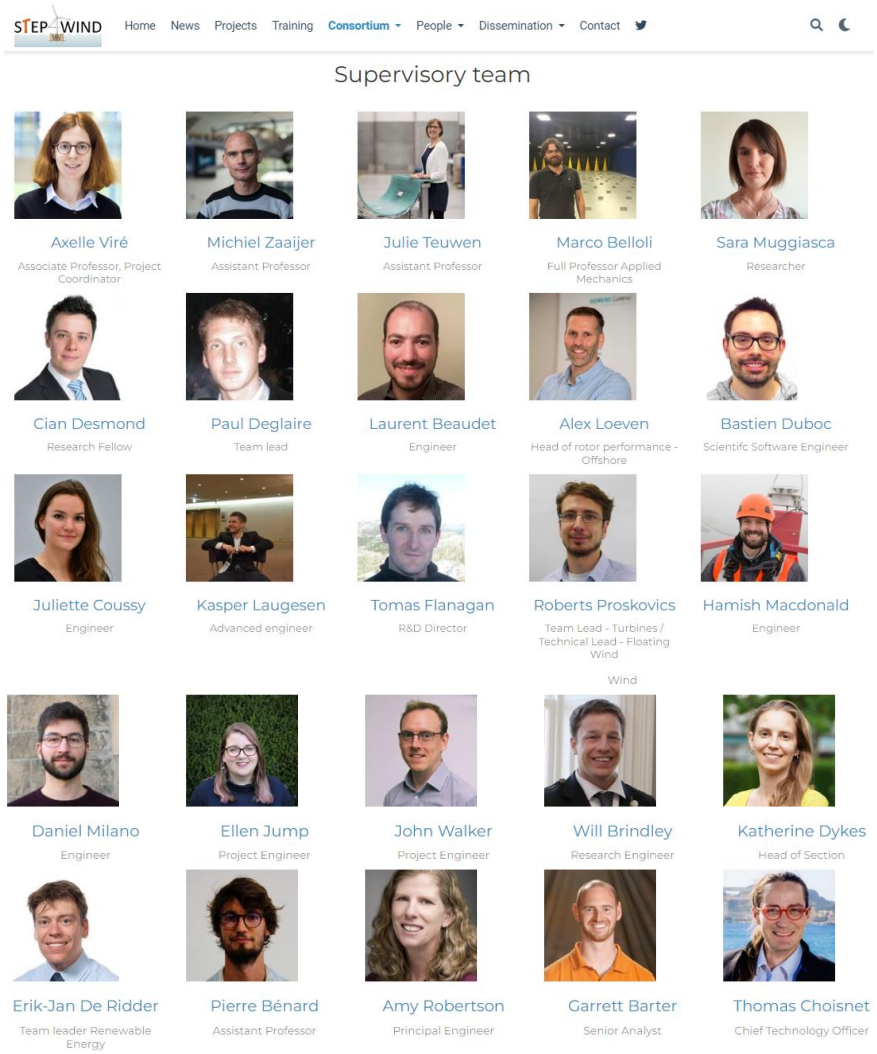

Figure 10. Supervisory team

Dissemination

- Publications
  - Newspaper articles: https://www.kijkmagazine.nl/tech/ge-drijvende-windturbine/
- Talks
- Outreach:
  - https://www.innovationnewsnetwork.com/step4wind-advancing-floating-offshore-wind-energy/13983/
  - Hybridlabs programme
  - https://www.youtube.com/watch?v=OP0P5PuPLII – New Energy for Europe/ interview Axelle

- Deliverables
  - All public deliverables will be here made available before the end of the project.