



Funded by the European Union



Ultra-high Charge Carrier Mobility to Elucidate Transport Mechanisms in Molecular Semiconductors

Type of action: MSCA-ITN-ETN

Call identifier: H2020-MSCA-ITN-2018

D8.1 – Creation of the website and Facebook page

Project funded by the European Commission within the H2020 Programme (2014-2020)			
EC Grant Agreement n°	811284		
Start date/ Duration	01 May 2019 / 48 months		
Deliverable leader	Norbert Koch (UBER)		
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Due date (DoA)	31/05/2019	Submission date	29/07/2019

Type		
R	Document, report excluding the periodic and final reports	
DEC	Websites, patents filing, press & media actions, videos, etc.	X
ETHICS	Ethics requirement	
ORDP	Open Research Data Pilot	
Dissemination level		
PU	PUBLIC, fully open, no embargo e.g. web	X
CO	CONFIDENTIAL, only for members of the consortium (including the Commission Services)	

Release	Date	Reason for change	Status	Distribution
R0.1	19/07/2019	First release	draft	UBER, ARTTIC , ULB
R0.2	29/07/2019	Small corrections	final	

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1 Executive summary

The UHMOB public website and social network accounts are a key part of the dissemination and communication strategy of the project. From the project start until the very end these tools will be used to promote ESR vacancies, present and promote project progress and results, as well as facilitate their uptake after the project end.

The current document provides an overview of the website as well as planned future content. The website content will evolve with the project and provide regular updates on the UHMOB progress. In addition, an overview of the existing social network accounts is provided, as well as an explanation of the strategic choices made in terms of social media platforms.

The UHMOB website can be consulted at: www.uhmob.eu

2 Introduction

D8.1 describes the overall structure and content of the UHMOB public website, designed by ARTTIC using the UHMOB visual identity. It also contains a description of the social media accounts set up within UHMOB.

3 Public Website

A preliminary version of the UHMOB public website went online on 13th June 2019, with content on the project objectives and a description of the 15 Early Stage Researcher vacancies, with the main aim to give an overview of the project and recruit ESRs. The more elaborate version of the website structure, including a more detailed description of the project, publications, events etc. will be made public once the ESRs have been recruited and research has started.

3.1 Design

The project logo, developed by ARTTIC at project start, reflects both the idea of semiconductors and mobility. It has been used to create internal project template, as well as for dissemination and communication purposes via the project website and social media. The logo has also been a starting point for the design of the website.



Figure 1: UHMOB Logo

3.2 Website features

The website has been realised using the open source WordPress (<https://en.wordpress.com/>).

The site has been optimised for work with all browsers and resolutions. Care was taken to have a mobile-ready website, adapting automatically to mobile devices (smartphones or tablets).

The main navigation bar is in a horizontal position. The website pages re-adapt when viewing on a narrow screen, such as a smartphone, making all elements appear successively in a single column.

3.3 Structure of the public website

The initial structure of the public website provides a short overview of the project, partner description, as well as a section dedicated to recruitment, which provides a description of each of the 15 ESR positions.

Throughout the project the structure will evolve to reflect:

- Recruited ESR profiles
- Scientific publications
- UHMOB presence at scientific events and outreach activities
- Provide access to public materials, such as flyer(s), poster(s), leaflet (already available), etc.

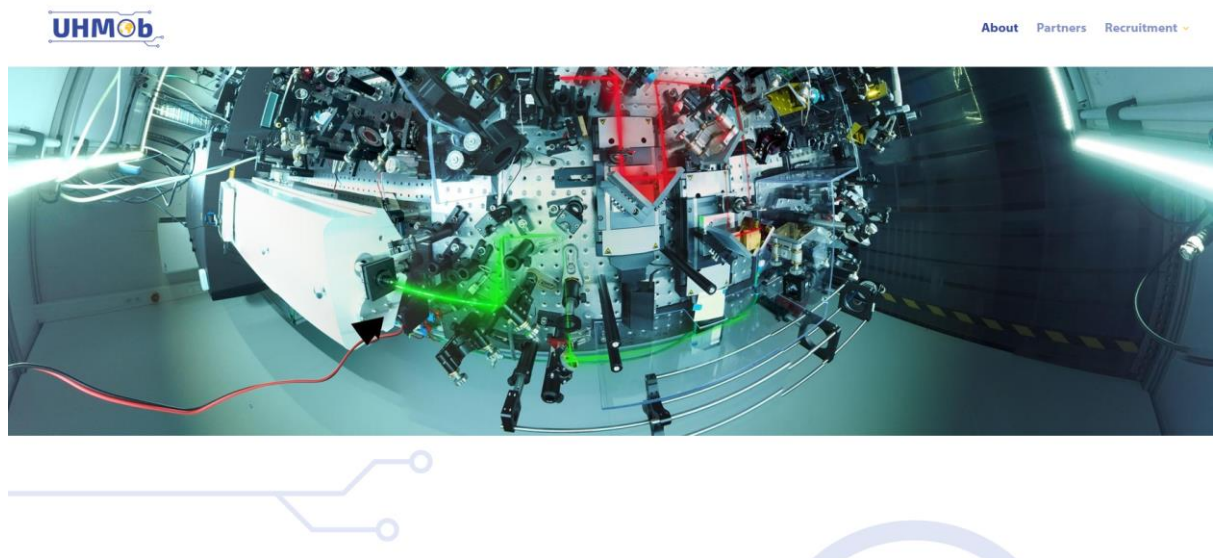


Figure 2: UHMOB Homepage (date: 18/07/2019)

3.4 Data protection

The complete website is GDPR conform, including the contact form, SSL and statistics (using Google analytics). Complete information about privacy policy and data use by ARTTIC are given in the dedicated pages (Imprint & disclaimer and Privacy policy).

4 Social media

After an analysis of existing social media and their use for scientific communication and dissemination purposes it has been decided to privilege LinkedIn and Twitter as means to promote UHMOB. The Facebook page has not been created at project start, as the above-mentioned social network is not as widely used for recruitment purposes as other networks (e.g. LinkedIn).

Facebook accounts are more prone to contain personal data, thus making users more reticent to use Facebook for professional purposes. Therefore, it has been decided not to have a Facebook page within UHMOB, at least at this stage. Nevertheless, the possibility to create a Facebook page on a later

stage, enabling ESRs to communicate on their achievements and attract their peers has not been completely put aside.

4.1 LinkedIn profile

A [LinkedIn profile](#) for the UHMob project has been created and filled in with a project description. The UHMob visibility has been increased through the establishment of connections with team members and partner organisations.

Several posts have been launched in order to promote the ESR vacancies. All involved organisations have the possibility to share and like the posts, thus contributing to the wider awareness of the project and the open positions.

Who is in charge?	ARTTIC
Who provides input?	Partners and ESRs, based on project progress, news and meetings
What use?	<ul style="list-style-type: none"> ○ Publish project related information: images, publications, promote results, status of recruitment ○ Engage team members and ESRs into discussions ○ Exchange with the public ○ Reach professionals and companies who could potentially uptake project results ○ Promote UHMob events
Advantages	<ul style="list-style-type: none"> ○ Interactive tool widely used by young people ○ Easier to attract attention ○ Professional network to promote results, vacancies, etc. ○ Possibility to follow other pages, participate to groups and re-post using UHMob or personal profile ○ Possibility to create groups
Means to measure	<ul style="list-style-type: none"> ○ Number of likes ○ Number of connections

UHMob

UHMob European Training Network

Ultra-high Charge Carrier Mobility Elucidate Transport Mechanisms in Molecular Semiconductors

Brussels, Brussels Capital Region, Belgium · 15 connections · [Contact info](#)

Profile Strength: Intermediate

When did you work at European Commission?
Over 300,000 searches are done by years of experience every week

About

UHMob is a multi-site European Training Network (ETN) aimed at enabling multidisciplinary and cross-sectoral training and research on a hot topic at the interface between Materials Chemistry, Nanoscience, Spectroscopy, Crystallography, Physics, and Optoelectronics.

The mission of UHMob is to widen the career perspectives of Early-Stage Researchers (ESRs), in academic and industrial sectors, in the economical, €... see more

Figure 3: UHMob LinkedIn Profile page

















 BASF Chemicals <hr/> 59 posts this week <hr/> ✓ Following	 University of Cambridge Research <hr/> 13 posts this week <hr/> ✓ Following	 European Commission Government Administration <hr/> 10 posts this week <hr/> ✓ Following	 Université libre de Bruxelles Research <hr/> 10 posts this week <hr/> ✓ Following	 INSTITUT DE CIÈNCIA DE MATERIALS DE BARCELONA (ICMAB-CSIC) Research <hr/> 5 posts this week <hr/> ✓ Following
 University of Amsterdam Research <hr/> 4 posts this week <hr/> ✓ Following	 Alma Mater Studiorum – Università di Bologna Higher Education <hr/> 2 posts this week <hr/> ✓ Following	 Marie Curie Alumni Association Research <hr/> 2 posts this week <hr/> ✓ Following	 ARTIC Management Consulting <hr/> 1 post this week <hr/> ✓ Following	 Technische Universität Graz Higher Education <hr/> 1 post this week <hr/> ✓ Following
 Universitat de Barcelona Research <hr/> 1 post this week <hr/> ✓ Following	 Marie Curie Fellows Association International Affairs <hr/> <hr/> ✓ Following	 Kyoto University Higher Education <hr/> <hr/> ✓ Following	 Max Planck Society Civic & Social Organization <hr/> <hr/> ✓ Following	 University of Strasbourg Higher Education <hr/> <hr/> ✓ Following
 UMONS Higher Education <hr/> <hr/> ✓ Following				

Figure 4: Companies/pages followed by UHMob (status on 17/07/2019)
















 Yassir Ali 2 years experience in semiconductor device fabrication. MSc focused in Electr... 274 followers ✓ Following	 Paolo Samori Distinguished Professor at Université de Strasbourg 1.4K followers ✓ Following	 Nicolas Weibel, PhD Project Manager at Université de Strasbourg 342 followers ✓ Following	 Yana LAZAROVA R&D international project management 387 followers ✓ Following	 Roberto Lazzaroni professeur chez UMH 413 followers ✓ Following
 Jerome Comil Visiting Principal Research Scientist chez Georgia Institute of Technology 502 followers ✓ Following	 Mischa Bonn Director at Max Planck Institute for Polymer Research 1.3K followers ✓ Following	 david beljonne -- 18 followers ✓ Following	 Yves Geerts Prof at ULB 222 followers ✓ Following	 Verena von Scharfenberg Science Communication Manager at ARTTIC 359 followers ✓ Following
 Guillaume Schweicher Leverhulme Trust Early Career Fellow supported by the Isaac Newton Trust 336 followers ✓ Following	 Peter Erk Scientist at BASF 344 followers ✓ Following	 Roland Resel Dr. at Graz University of Technology 71 followers ✓ Following	 Hannah Mangold Manager Development Display Materials at BASF SE 111 followers ✓ Following	 Enrico Modena R&D Manager presso PolyCrystalLine S.p.A. 162 followers ✓ Following

Figure 5: People following UHMob (status on 17/07/2019)

4.2 Twitter account

Twitter has progressively become a social media largely used to promote science and research results, among other topics. Twitter will be used to promote and raise awareness about UHMob and the project recruitment, research results and publications. All posts will refer to European Commission accounts (@EU_H2020 and @MSCActions), as well all partner accounts in order to attract more attention. Relevant hashtags have also been identified and are used for each Tweet.

Who is in charge?	ARTTIC
Who provides input?	Partners and ESRs, based on project progress, news and meetings
What use?	<ul style="list-style-type: none"> ○ Communicate project related information: images, publications, promote results, status of recruitment ○ Attract attention to UHMob and promote the action ○ Reach professionals and companies who could potentially uptake project results ○ Promote UHMob events
Advantages	<ul style="list-style-type: none"> ○ Interactive tool widely used for EU projects and by the EC ○ Short and clear messages ○ Professional network to promote results, vacancies, etc.
Means to measure	<ul style="list-style-type: none"> ○ Number of re-tweets ○ Number of followers

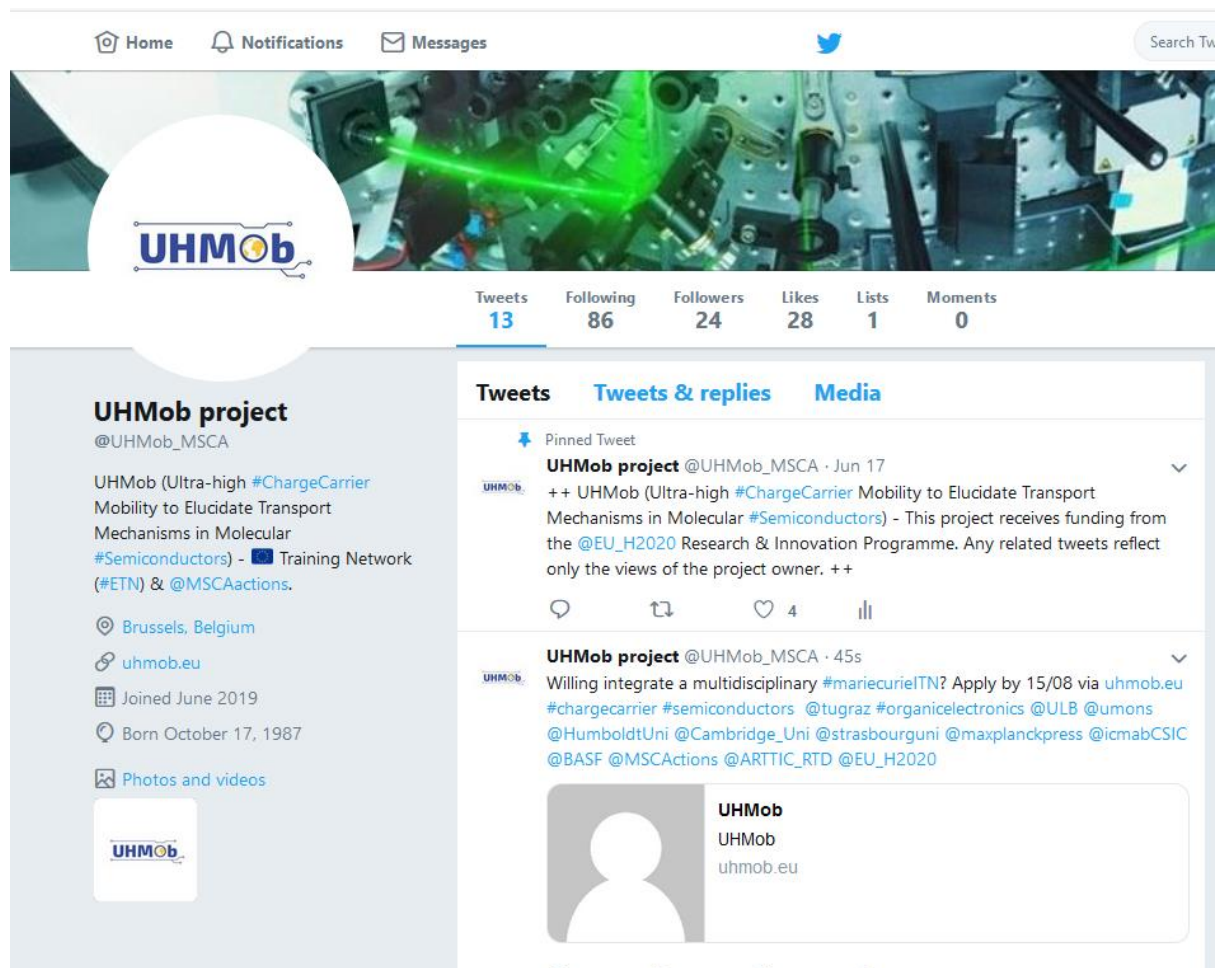


Figure 6: UHMob Twitter account (date: 17/07/2019)

5 Conclusions

The UHMob public website and the social media accounts are seen as key dissemination and communication vectors that will be used throughout the project in order to access a large public and enable the uptake of the project results.

The Early Stage Researchers will be sensitised to the tools implemented within UHMob and will be encouraged to provide information and promote their personal achievements. This will contribute to their overall training of this future young professionals.

The present document only provides an overview of the existing content of each platform. The content of the public website and the different accounts will evolve throughout the project to reflect its status.