



## D2.1 Public Website and online community Version 5.0

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## Change Log

<b>Version</b>	<b>Description of Change</b>
v1.0	Initial release to the European Commission
v2.0	Revisited and updated version by Nuria Masdéu and Emma Torrella
v3.0	Corrected version by Emma Torrella
v4.0	Corrected version by Núria Masdéu
v5.0	Corrected version by UPM

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# 1 Introduction and executive summary

Web and Social Media presence are both central elements in the dissemination activities of the RETHINK big Project. This document describes the high level structure for the RETHINK big Project Public Website and its accompanying Social Media channels. In addition, this deliverable has the following objectives:

- To clarify the difference between each of the web and social media-related dissemination channels
- To describe who is responsible (Owner) for each dissemination channel
- To define each Owner's responsibilities by defining the high level criteria for each channel
- Set up a social media strategy and action plan to ensure the quality and harmonization in all external Project messages.

The Public website and related Social Media channels can be found at: [www.rethinkbig-project.eu](http://www.rethinkbig-project.eu).

## 2 Design and implementation

The design of the RETHINK big Project Public Website was defined by the WP2 Team and implemented by the BSC web designer and webmaster. The appearance of the website reflects the corporate image of the project through a clean and functional design and a simple logo that was suggested by project team members.

The website is based on a Drupal Content Management System. Drupal is a free content management system which allows maximum flexibility for content updates and allows extensions to the structure both regarding the number of topics as well as the depth of the information.

## 3 Structure and content

The structure of the website is presently divided into the following main headings.

### 3.1 Home

This main page frames the larger RETHINK big Project problem and describes the high level project objectives. Due to the importance of dissemination in this project the main page summarizes the latest *Twitter* (feed). It also contains links to the *Twitter* and *LinkedIn* and makes it possible for anyone interesting in joining the community to subscribe and/or contact the project partners. Finally, it informs the reader that the project is funded by the European Commission and includes the appropriate links and logos.

### 3.2 Project

This page provides a more detailed description of the project objectives as well as a link to the list of project partners and also the key external stakeholders in the project. The key stakeholders section will be further populated once the official list is selected (end of month 2).

### **3.3 Working groups**

The majority of the investigation and analysis for the RETHINK big Project is performed via well-focused surveys and in well-prepared Working Group meetings. This page consequently informs the public of the structure and topic areas for the main Working groups established at the outset of the project.

### **3.4 Community**

A critical aspect of the RETHINK big Project is community building. Consequently, this page provides information regarding how to participate in the project community, which is initially defined by the LinkedIn and Twitter ecosphere.

### **3.5 Press**

The “Press” page offers quick access to project Press Releases in addition to any other general news about the project or any project-related events. From here, it is also possible to download the project flyer and logos (and related usage guidelines) or to subscribe to the project newsletter.

### **3.6 Roadmap**

The “Roadmap” page provides immediate access to final outcome or deliverable of the project. This page is split in two sections, one corresponding to the initial version of the roadmap and another for the final version. Currently, this section provides a timeline for the initial roadmap release and other placeholder text due to the current early stage of the project.

## 4 Launch and preview

The following is a preview of the RETHINK big Public Website at the time of writing this document. The RETHINK big Public Website and related dissemination was launched on 18 March 2014 in conjunction with the RETHINK big Project Kick-off meeting which was co-located with the European Data Forum 2014 (Athens, Greece).



Figure 1 - RETHINK big Project Public Website

## 5 Content update and external communication strategy

Broadly speaking, the WP2 Dissemination Team aims to maintain a constant stream of ideas and discussions via the Public website, and social media channels Twitter and, LinkedIn and. As the WP2 Leader, UPM is the overall responsible for the dissemination activity of the Project, being BSC the executive coordinator of the content workflow in the Project's website and its social media channels. The subsections that follow describe the high level project external communication strategy; they also define and assign the roles and responsibilities required to implement that strategy.

### 5.1 General external communication strategy

The Coordinator has created a Distribution List for social media content [rethinkbig-socialmedia@bsc.es](mailto:rethinkbig-socialmedia@bsc.es) which targeted for dissemination content including Twitter, LinkedIn, Web News, Events, etc. All core team members will be able to send to this list in order to create a "pool" of content and to ensure the content workflow maximizing its impact. The owners as defined in the sections below are responsible for dispatching a constant stream of content. For the purposes of this project, constant

is initially defined by once daily updates to the Social Media channels (minimum 5 / week); however, this target may change with the definition of the Dissemination Metrics described in 5.8.

## **5.2 News**

*Executive coordinator: Communications Department BSC*

Frequency: 1 / week

Criteria for posting news: News about project status, Press clippings / impacts (mentions in specific news media, articles), Reference to events, Information about EC-related news: SRIA, PPP, Big-Data related calls, Interviews: selection of the best quotes likely to be made public, News of the week (the most important news related to Big Data)...

## **5.3 Events**

*Executive coordinator: Communications Department BSC*

Frequency: as often as possible

Criteria for posting an event: Events where RETHINK big is present (Join Us at! We're going to be there), the most well-known events for the Big Data community; most likely, RETHINK big should be at these events, too.

## **5.4 Press releases**

*Owner: David Faure (THALES) for content*

*Ernestina Menasalvas (UPM) for distribution and tracking press clippings*

Criteria for drafting and releasing to official Press: Major milestone in project accomplished.

## **5.5 Search / Webmaster tools (XML for Bing and Google)**

*Owner: Communications Department and web development team (BSC)*

Criteria: For now the baseline work is in place as Nuria Masdéu (BSC) has created sitemap and uploaded to Google developer / Bing master tools.

## **5.6 External experts**

Owner: UPM

All External Experts will receive a personal invitation to join our Working Group Meeting. At the same time, they will be asked to send a CV for the Public website, and they will also be asked to join the LinkedIn Group and to follow us on Twitter.

At the same time, some Experts will be asked to respond to specific questions / comments on the LinkedIn Group ("seeding the conversation") in order to encourage external participation.

## **5.7 Deliverables – Publishing approved deliverables**

*Owner: Emma Torrella (BSC)*

Criteria: Emma will be responsible for posting all PUBLIC deliverables that have been approved by the EC.

## **5.8 Dissemination register and publications**

*Dissemination Register Owner: Communications Department BSC  
Albert Aschauer (ParStream) and Consuelo Gonzalo (UPM) as support in defining targets*

### Target Metrics (Key Performance Indicators) Examples

Website Hits

Twitter followers

Twitter retweets

LinkedIn posts with more than X responses (e.g.)

*Dissemination Report Owner: Ernestina Menasalvas (UPM) at m6, 12, 18, 24 as a part of the periodic reports.*

Criteria for Report: Report will include dissemination highlights for the period including photos, screenshots, the latest version of the Dissemination Register and a high level review of the Target vs. Achieved Dissemination Metrics.

## **5.9 Newsletter**

*Owner: David Faure (THALES)*

Criteria for Newsletter: Newsletter should recompile information from the latest News and Events (Public Website) as well as provide additional information (potentially follow-up on LinkedIn topics, opinion pieces, interviews of experts, etc).

## **5.10 Social media strategy**

### **5.10.1 Context**

The RETHINK big Project is a two-year project funded by the European Union's Seventh Framework Programme with a budget of over 1.9M€ The project started on March 1, 2014 and is coordinated by the Barcelona Supercomputing Center.

The objective of the RETHINK big Project is to bring together the key European hardware, networking, and system architects with the key producers and consumers of Big Data to identify the industry coordination points that will maximize European competitiveness in the processing and analysis of Big Data over the next 10 years.

In order to achieve this objective, RETHINK big team published a website which contains the basic information of the Project and publicizes the events which members of the Consortium attend and publishes the news that the project generates and the piece of news related to Big Data evolution.

The dissemination team also set two social media channels up: on one hand, a Twitter channel and, on the other, a LinkedIn Group.



The Twitter channel disseminates the information that the Project generates and the information published by third parties related to Big Data.

The LinkedIn Group disseminates the information that the Project generates and the information published by third parties related to Big Data, with a more technical approach.

Both social media channels were set up with the mission to build a community around the Project and its objective.

The first period of the Project, corresponding to the first 12 months, concluded some weeks ago. The European Commission review highlighted some aspects of the website and social media channels performance that must be improved. This document will be the tool to address these weaknesses and comply with the requirements posed to the dissemination team.

### **5.10.2 Objectives**

The aims and objectives that promote this social media strategy document are the following ones, detailed below:

#### *Aims*

- Reach an agreement on a communication strategy for the next few months by placing on the horizon the tasks that the dissemination team should fulfill and outline the subtasks that will allow the team success in the dissemination field
- Outline a workflow that would help to maximize the impact of the communication activities
- Propose direct responsible for the communication and dissemination tasks in order to ease the contribution of the various members of the dissemination team

#### *Objectives*

The main objectives of the dissemination through the website and the social media channels are:

- To gain visibility and position the results of the Project's activity in the online Big Data communities
- To gather and engage a specialized community and establish a fruitful dialogue

By achieving these aims and objectives the dissemination team will fulfill the requirements made by the funding institution.

### 5.10.3 Target

In order to fulfill the objectives expressed in the previous section, RETHINK big should reach the following targets:

1. Target audience to gather and engage a specialized community
  - a. Academics specialized in Big Data
  - b. Other European projects and coordinated activities related to Big Data
  - c. Key stakeholders and experts in Big Data
  - d. Centers and institutions specialized in Big Data
  - e. Corporate institutions developing solutions on the Big Data field
  - f. Native online communities and associations devoted to Big Data
2. Target audience to gain visibility and position the results of the Project's activity in the online Big Data communities
  - a. All the mentioned above
  - b. Big Data specialized online media
  - c. Big Data specialized journalists with a strong online presence
  - d. Funding European institutions

### 5.10.4 Twitter

*Hardware content curator: Christos Kotselidis/Mikel Luján (UniMan)*

*Software content curator: Albert Aschauer (ParStream)*

*General content (Events, News, Other Projects, etc): UPM and BSC*

*Executive coordinator: Communications Department BSC*

The objective is to drive people to content via textual “sound-bites”. The objective is to maintain a continuous stream of relevant commentary. This requires the following steps: Look for content / associated Tweets, Decision to retweet, Comment, Decide Hashtag, Shorten Link.

Criteria for Tweeting / Retweeting: Interesting articles, blogs and tweets about Big Data, announcements that drive people to the website, Interviews: selection of the best quotes likely to be made public. For Retweeting: best information from the account lists, best information from the keywords searches performed both in Google and in the Twitter itself, best information from the attended event's hashtag or the hashtag of an important event which RETHINK big does not attend but it's relevant for Big Data sphere.

#### Initial Hashtag / Keyword List\*

#BigData  
#BigData #hardware  
#BigData #networking  
#BigData #frameworks  
#BigDataProcessing  
#BigDataAnalytics  
#BigData #Europe  
#BigData #sensors  
#BigData #Storage  
#BigData #ProgrammingModel

#BigData #Technologies

#BigData #Applications

\* The team agreed to start all with #BigData.

All links must be shortened using single account on <https://bitly.com/> (or using a similar service that provides statistics on viewership). However, in the absence of this access to the single account, we will use <http://tinyurl.com/>.

### 5.10.5 LinkedIn

*Owner: Consuelo Gonzalo (UPM)*

*Hardware content curator: Christos Kotselidis/Mikel Luján (UniMan)*

*Software content curator: Albert Aschauer (ParStream)*

Each Work Package 2 participant (and all WPLs) will define an internal conversation “watcher” to begin seeding the conversations and looking for spammers.

Criteria for starting a LinkedIn discussion: Interesting articles about Big Data as the starting point for discussion and opinion, but always including a stance from the perspective of the project.

Comments added in third party Big Data groups, with a frequency of as often as possible.

Criteria for adding comments in third party Big Data groups: news from the project: Big Data events attended, results of the project, project’s meetings, news from the interviews

## 5.11 Action plan

### 5.11.1 Channels

This section contains a proposal of typology contents to be published in the RETHINK big website, Twitter account and LinkedIn Group.

Website		
News	<i>Frequency:</i> 1 / week minimum	<i>Typology:</i> 1. News from the project: Big Data events attended results of the project, project’s meetings...  2. News of the (last) week: the most important news related to Big Data. Source: a partner, Twitter, LinkedIn, specialized media...  3. Interviews: selection of

		the best quotes likely to be made public
<b>Events</b>	<i>Frequency:</i> as often as possible	<i>Typology:</i> 1. Events with RETHINK big attendance 2. Events with RETHINK big participation 3. Events without RETHINK big attendance nor participation but relevant to the sector

Good practices:

- Short sentences. One idea, one sentence. Short paragraphs (3 to 5 lines)
- Avoid typographic errors
- Pictures to illustrate the text
- Make the links and make them open in a new window
- Title clear, self-explanatory and containing some keywords, if possible

<b>Twitter</b>		
<b>Tweets</b>	<i>Frequency:</i> as often as possible	<i>Typology:</i> 1. News from the project: Big Data events attended results of the project, project's meetings... 2. Interviews: selection of the best quotes likely to be made public
<b>Retweets</b>	<i>Frequency:</i> several per day	<i>Typology:</i> 1. Best information from the account lists 2. Best information from the keywords searches performed both in Google and in the Twitter itself 3. Best information from the attended event's hashtag or the hashtag of an important event which RETHINK big does not attend

Good practices:

- Link the retweets with own website content, if possible
- Use of hashtags
- Addition of audiovisual material whenever possible
- Writing correction
- Detection of new accounts to follow and adding and classifying them in the account lists. If needed, creation of a new list. The most segmented the accounts, the better
- Use of favorite button to third parties tweets
- Daily keyword searches
- Extremely recommended to mention individuals, corporations and association accounts
- Whenever possible, quote retweets raising questions or promoting debate
- If applicable, alert the consortium about an important tweet so as they can retweet from their own personal and institutional accounts

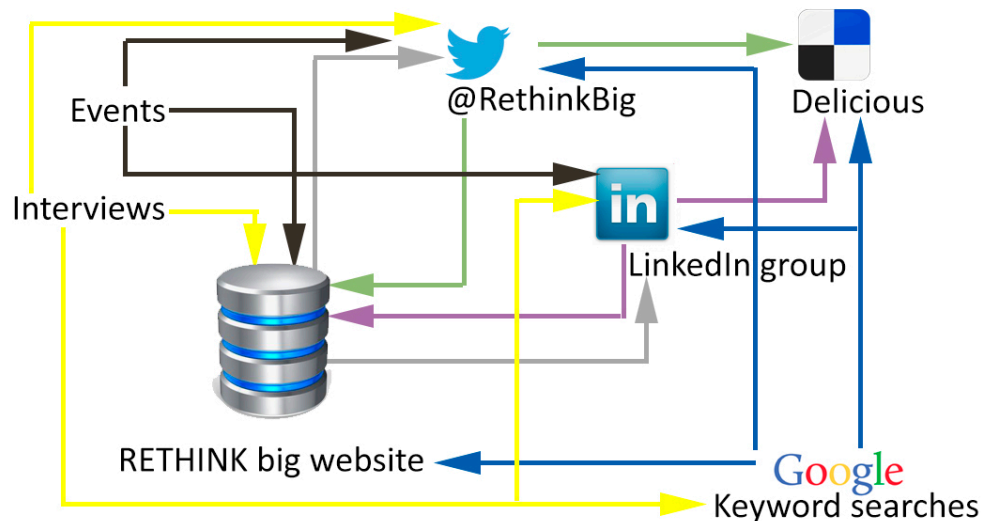
<b>LinkedIn group</b>			
<b>Discussions</b>	<i>Frequency:</i> 1 / 15 days	<i>Typology:</i> 1. News from the project: Big Data events attended results of the project, project's meetings...  2. News from the interviews  3. News of the (last) week  4. Call for papers  5. Scholarly publications	<i>Comments:</i> 3 comments from 3 different people in each discussion, if possible
<b>Comments added in the RETHINK big group</b>	<i>Frequency:</i> as often as possible		
	<i>Responsible:</i>		
<b>Comments added in third party Big Data groups</b>	<i>Frequency:</i> as often as possible	<i>Typology:</i> 1. News from the project: Big Data events attended, results of the project, project's meetings...  2. News from the interviews	

**Good practices:**

- Content with a professional angle
- Adding comments in other Big Data groups (comments related to RETHINK big activity and purpose)

## Workflow

Find below a proposed workflow designed to maximize the communication impact:



The proposed workflow is detailed below:

- When attending events:
  - Provide some tweets
  - Publish a piece of news on the website
  - Begin a discussion on the LinkedIn group or add some comments to the discussion in the LinkedIn page of the event or the community
- When making an interview:
  - Provide some tweets
  - Publish a piece of news on the website with the public information from the interview
  - Begin a discussion on the LinkedIn group or add some comments to the discussion in the LinkedIn page of the event or the community
  - Detect some new keywords to be added to the list of keyword to monitor
- Twitter account:
  - The most important content detected is suitable for a piece of news to be published in the website
  - The most interesting content detected is suitable to be added in the RETHINK big Delicious account

- Consortium partners with a Twitter account are invited to retweet the best RETHINK big tweets
  - LinkedIn RETHINK big group:
    - The most important content detected is suitable for a piece of news to be published in the website
    - The most interesting content detected is suitable to be added in the RETHINK big Delicious account
- Consortium partners with a corporate page, group or individual profiles are invited to add some comments
- Keyword searches performed in Google:
    - The most important content detected is suitable for a piece of news to be published in the website, a Tweet, a discussion in the LinkedIn group and / or adding the URL address in the RETHINK big Delicious account

### *Observations*

There are some free online tools that can be helpful when producing, curating and managing contents. For example, IFFT (If this then that) offers hundreds of recipes or the possibility to create a new one to meet the user needs.

There are some other tools created to listen more extensible in the Internet, such as Google Alerts or Talkwalker Alerts.

Another recommended action is, as often as it is considered, browse some specialized sites such as Quora and ResearchGate or check the value RETHINK big can obtain from sites as DataKind or similar ones.

## **6 Technical implementation**

The following technical requirements and implementation were defined by the RETHINK big Webmaster in conjunction with the Project Manager, the BSC Operations Team and the UPM team.

### **6.1 Domain**

The domain used for the RETHINK big Public Website is <http://www.rethinkbig-project.eu/> . This domain has been registered by the Project Coordinator under the name of Barcelona Supercomputing Center via the registration company Nominalia Internet S.L. (www.nominalia.com) and is valid until January 2017.

### **6.2 Server**

The server is on a dedicated machine for supporting BSC Coordinated European Projects that is physically located in the server room of the BSC Data Processing Center. Due to security reasons the access to this server is limited to SSH protocol, and it is only open to the internal BSC network (no external access). The web requests to the RETHINK big Public Website are forwarded from an external machine with apache server installed and configured with specific apache proxy directives.



The server is a BSC desktop with the following hardware configuration: 2+ GB RAM, 160+ GB HDD, dual core. Since all machine administration is performed remotely, it does not have a monitor, keyboard or mouse.

The server has the following software configuration:

- Operating System: Linux SLES 10 SP 2
- Web server: Apache 2.2.3
- MySQL server version: 5.x - MySQL 5.0.26
- PHP 5.x - PHP 5.2.5

### **6.3 Software**

For the Public Website the following software has been used:

- Drupal version 7

### **6.4 Security**

The following security guidelines have been followed:

- SSL (HTTPS) is a Secure Software Layer used to provide encryption-enhanced data access protection by a working certificate. It has been bought from an official Certification Authority or CA and has been implemented for all important pages of the Public part of the website, e.g. Members login page.
- The Public Website is password protected.

### **6.5 Back-up**

Automated Backups of the Public Website including databases are performed every 3 days by BSC Operations team. Moreover, the server has an external power supply in order to be fault tolerant.

### **6.6 Disk Usage and Bandwidth**

The Public Website is updated regularly, and some potentially large files are uploaded to and downloaded from it. The Public Website content types include text entries, photos and documents. The web server and its implementation have the disk space and Internet bandwidth to handle these types of content and to afford the level of concurrency expected given the number of users in the project.