MENTUPP

Online Assets

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GRIFFITH UNIVERSITY	AISRAP	16	Beneficiary
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D10.2 Online Assets

Version History

Version number (date)	Details
1.0 (28.02.20)	Initial submission to EC
2.0 (30.03.21)	Changed MINDUP to MENTUPP throughout the deliverable Change of 'Media' page description to 'News' page description as there is no longer a Media page

1   Executive Summary

This report presents the project website (https://www.mentuppproject.eu/) and social media assets (Twitter: @eu_mentupp) established by the first month of the project. The website will be extended and continually updated throughout the project, while social media will be used to engage with our key stakeholders and share our news on an on-going basis.

2   Introduction & Background

A website is an essential element of any research project. It provides a "window" into the project for key stakeholders, such as SMEs, the general public, researchers and healthcare professionals interested in the work of the project, as well as funding agencies who wish to remain informed of project progress. It seeks to communicate the value of the project research, the overall approach taken by the project, and its potential impact, enabling us to meet our objectives to raise awareness, inform and engage our key stakeholders, as well as promote the project activities and results. The mission of the MENTUPP website is primarily public-facing - it offers information about the project, the partners and the science behind MENTUPP.

The project website will be the main communication platform for the project, acting as an information resource (describing project objectives, activities and results, providing content for the media). It will host project materials, share project news and provide access to all project publications. All partners will provide content to keep the website up-to-date and engaging for visitors.

Social media channels provide an additional means to engage with our key stakeholders, driving traffic to the project website and starting a lively 'conversation' with those interested in the project. All partners will like/follow the project accounts, re-tweet/share material and share project content with their existing networks (tagging @eu_mentupp).

3   Approach

The text was initially drafted for the website by PT, in collaboration with the WP10 leader (EAAD) and the project Coordinator (UCC). A draft website was created by the web designer in PT and a password-protected version was then shared with the consortium in advance of the kick-off meeting in M1. Minor adjustments were made to the website, which went live 18 Feb 2020. In parallel, a Twitter account was created by EAAD (@eu_mentupp).

The website is built upon the open source content management system "Wordpress". This popular system is a good fit for a website with a dissemination mission. The website has been designed to be responsive - this ensures that the site has excellent usability across a range of devices and browsers - adaptive material includes content (text, images) and design

Figure 1 Wordpress logo

(including navigation and layout) meaning that the website is effective on a range of devices (from computer monitors to tablet devices and mobile phones).

EAAD will be responsible for regularly updating the website newsfeed, leading the development of new website content and maintaining the social media channels. Partners will regularly be asked to provide content for the website, in particular for the News area, as well as encouraged to engage with the project social media channels. PT will provide design support for any extensions to the website (e.g. addition of new sub-pages, etc.).

4   Results

4.1   Logo

The website includes the project logo (Figure 1), developed by the PT graphics designer in collaboration with the consortium. It has been made available to the consortium in several formats for use in emails, websites, presentations and print materials. The website was developed using the logo colour scheme, which will also be used in all communications materials, such as project brochures and flyers.

Figure 1

4.2   Website

4.2.1   Home page

The Home page features a slide deck of images and brief summary statements about the project aims. (Figure 2).

Figure 2 Home page - slideshow

The main aim of the project is followed by summaries of the key elements of the project (Figure 3): Evidence-based Intervention, Partnership and Communication - 'Learn More' tabs link to the Overview, Partners and News pages, respectively.
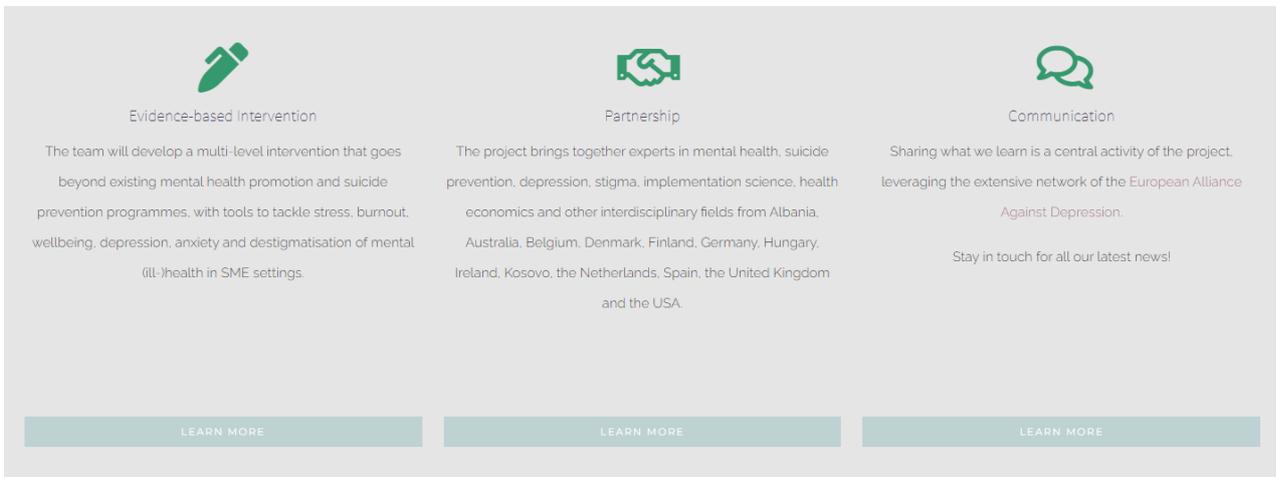
Figure 3 Key project elements, with links to more information

The Home page also includes a snapshot of the project Newsfeed (Figure 4).
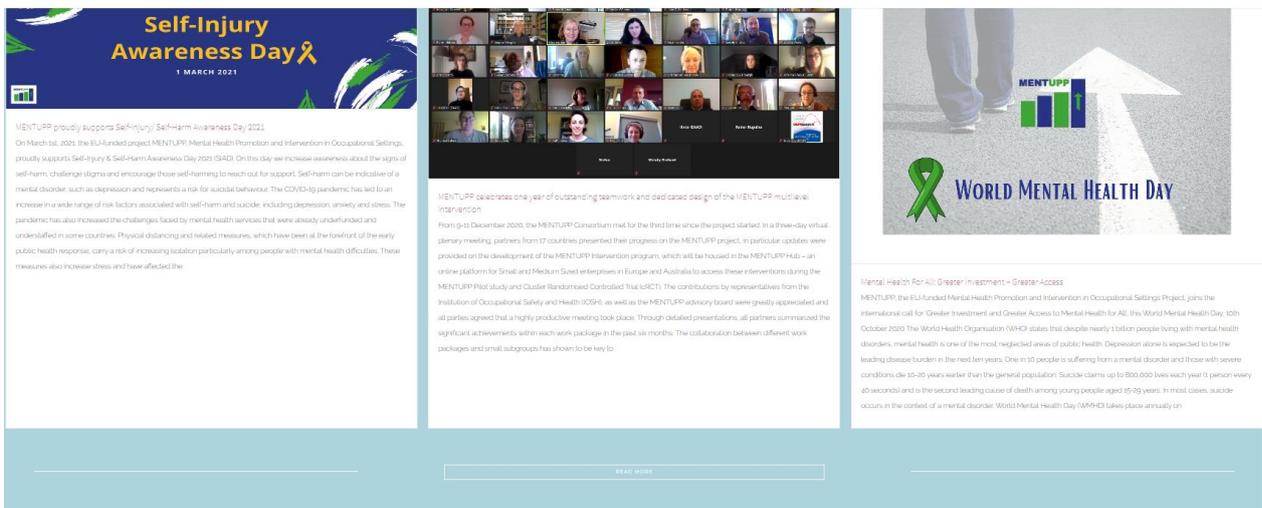
Figure 4 Home page –Newsfeed

4.2.2 About

The About page describes the need for better mental health in the workplace and gives a summary of the project objectives (Figure 5).
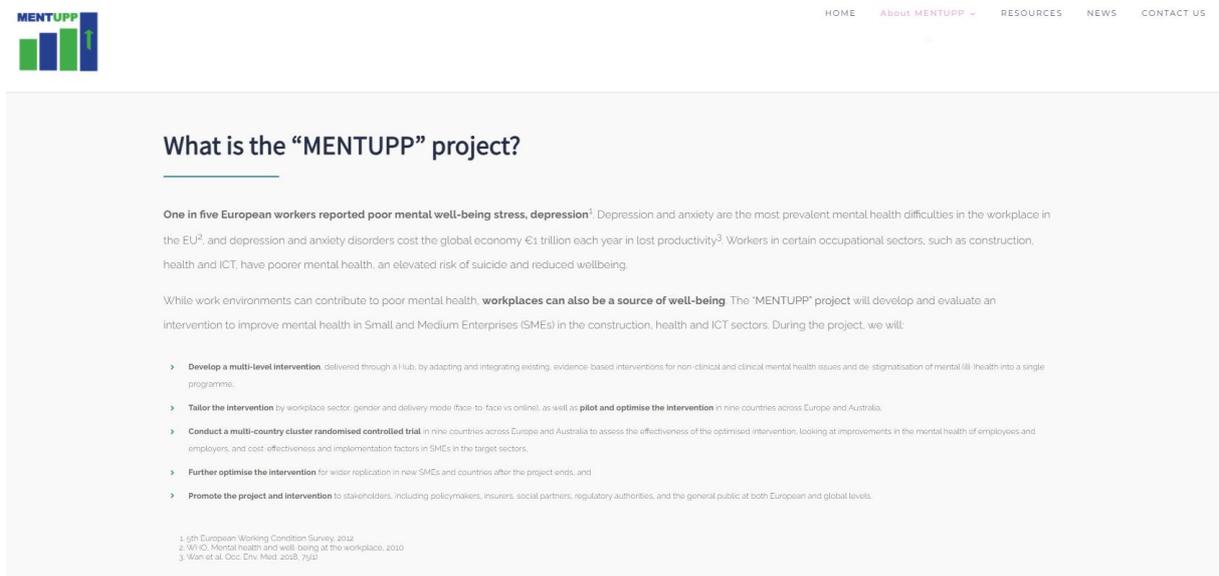
Figure 5 About page

4.2.3 Team

The Team page (Figure 6) provides all partner names and logos, with a brief description of their role in the project. Clicking on each page leads to a description of the team members for each partner.
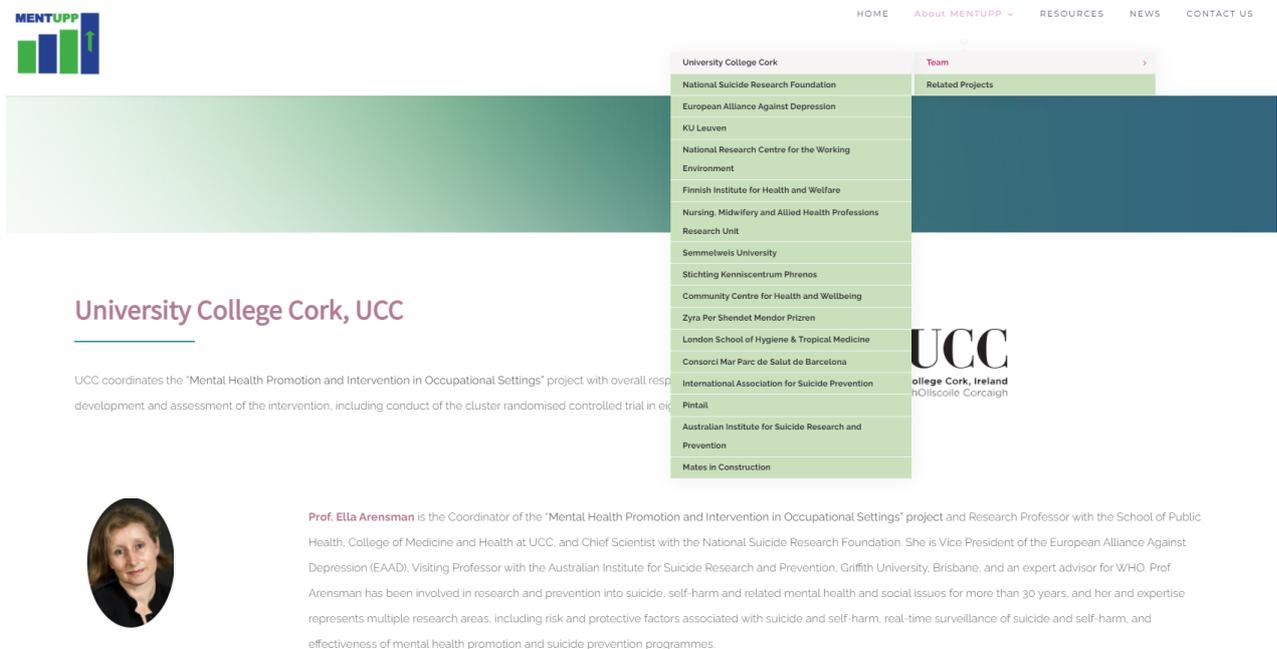
Figure 6 Team page

4.2.4   News

The News page gives details of the project news items, press releases, conferences and project meetings.
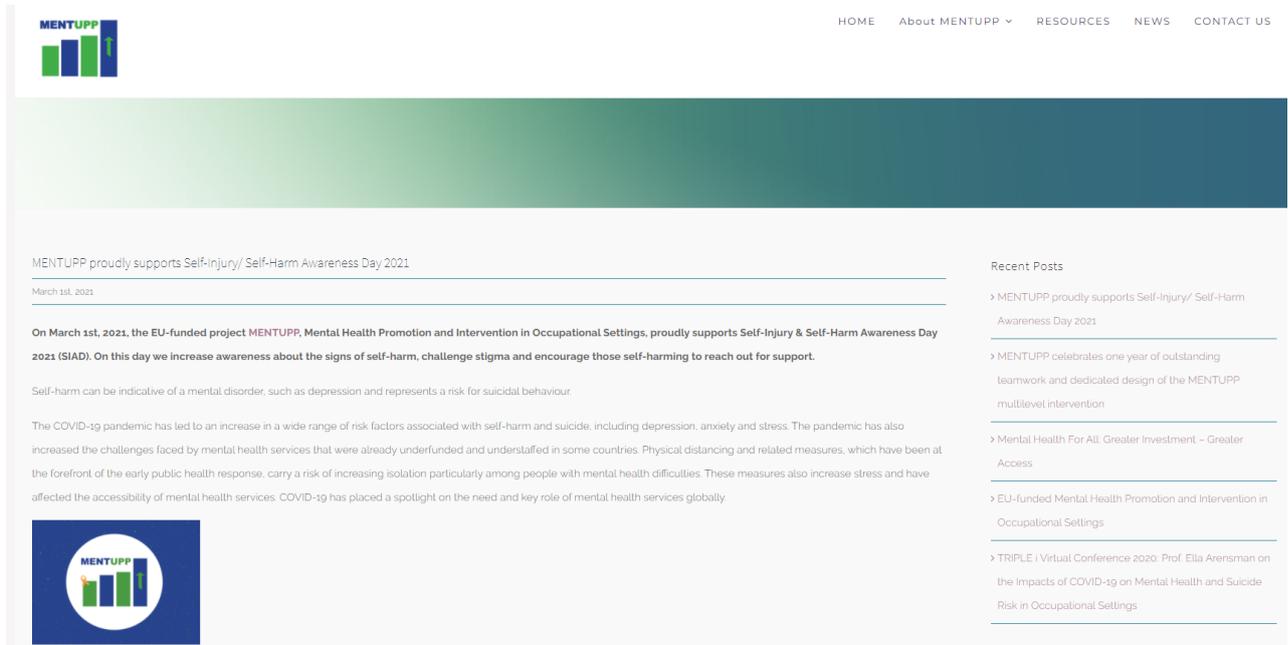
Figure 7 News page

4.2.5   Contact Us

The Contact Us page has a contact form that reaches the WP10 team in EAAD for general enquiries, as well as the details of our Media contact in EAAD.

4.2.6   Header and Footer

The header is uniform across the site and includes a Menu with links to all of the pages described above, as well as links to our Twitter account.

The footer (Figure) is also uniform across the site and includes the project logo, Twitter feed and funding acknowledgement, as well as copyright information and links to our Twitter account.
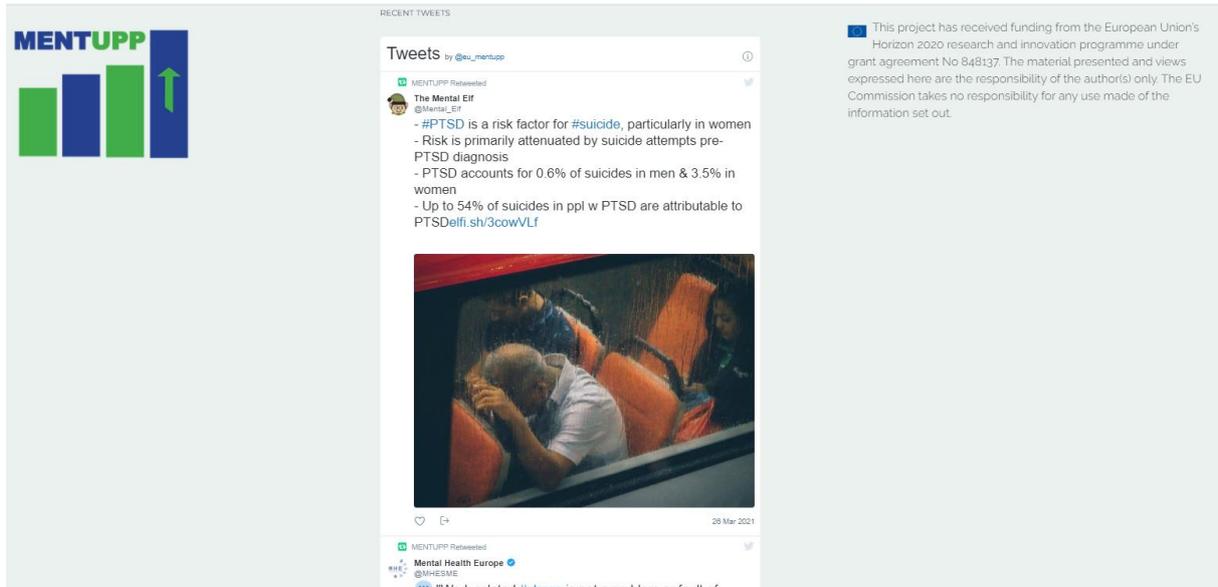
Figure 8 Website footer

4.3 Social media

By M1 of the project, we had created a Twitter (@eu_mentupp, Figure) account. The account is linked to the website via links in the website header and footer, and by the inclusion of the Twitter feed in the website footer.

Figure 9 Twitter Homepage

EAAD will actively manage the account, regularly sharing and tweeting material relevant to the project and promoting project activities. Key opinion leaders and institutions were followed and are still being identified in an ongoing process.

In order to share project results and attract small and medium sized enterprises, a LinkedIn project has been established by M1. LinkedIn suits to connect with potential opinion leaders in the context of workplace mental health and serves as an opportunity to liaise with advocacy groups and professional organizations. The LinkedIn project will be actively managed by EAAD and all partners will be asked to either follow the account or contribute by project updates.
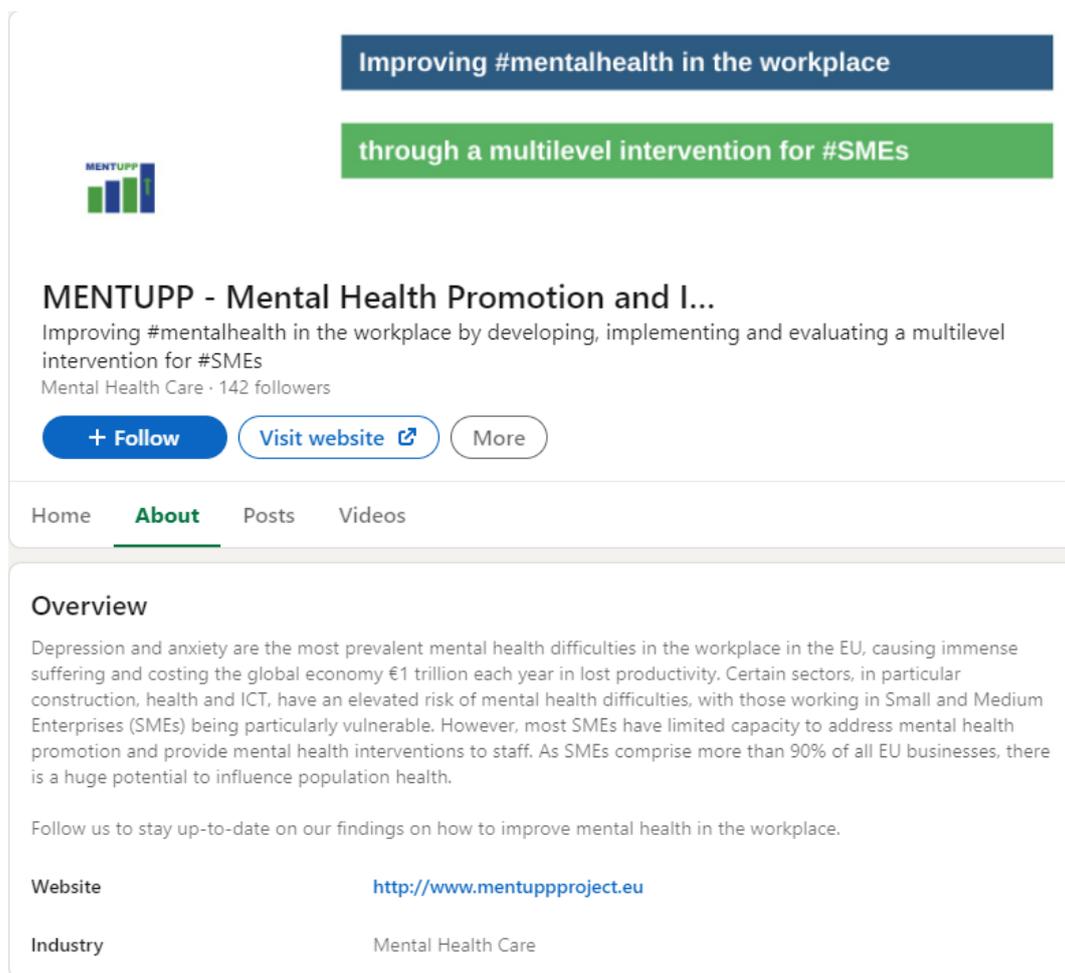
Figure 10 MENTUPP project on LinkedIn

4.4   ResearchGate

By M1 a ResearchGate project was started to give all partners the opportunity to disseminate the latest research results of MENTUPP and to combine them in one project. All consortium partners can edit, update and contribute to the ResearchGate project.

Figure 11 ResearchGate project

4.5 MENTUPP on EAAD Website

EAAD's website has a dedicated "Research" section (http://www.eaad.net/mainmenu/research/), in which current and past research projects are briefly described. MENTUPP is listed with its project summary, website and social media links. As soon as there are further information materials available (e.g. a flyer, a project handbook or an animated project video), these will be included with a hyperlink.

Figure 12 Overview of current projects on www.eaad.net

5   Impact & Conclusion

In this report, we have presented the initial website and social media channels, launched in M1 of the project. As key communication channels targeting our main stakeholders, these online assets will be regularly updated during the project with engaging and informative content from all project partners, across all work packages.