



Co-inform

Context Matters,
Your Sources Too

Dissemination & Communication Plan

D6.1

#ThinkCheckShare

Document Summary Information

Project Title:	Co-Inform: Co-Creating Misinformation-Resilient Societies		
Project Acronym:	Co-Inform	Proposal Number:	770302
Type of Action:	RIA (Research and Innovation action)		
Start Date:	01/04/2018	Duration:	36 months
Project URL:	http://coinform.eu/		
Deliverable:	D6.1 - Dissemination and communication plan		
Version:	V4.0		
Work Package:	WP6 - Dissemination, Exploitation, and Communication		
Submission date:	28/09/2018		
Nature:	RE (Report)	Dissemination Level:	PU (Public)
Lead Beneficiary:	ScytI Secure Electronic Voting, S.A. (ScytI)		
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The Co-inform project is co-funded by Horizon 2020 – the Framework Programme for Research and Innovation (2014-2020) H2020-SC6-CO-CREATION-2016-2017 (CO-CREATION FOR GROWTH AND INCLUSION).

Revision History

Version	Date	Change editor	Description
v1.0	08/08/2018	Francesca Zuccotti	Initial Draft
v1.1	17/08/2018	Adria Rodriguez	First Review
v2.0	24/08/2018	Francesca Zuccotti	Review Integration and further editing
v2.1	31/08/2018	Simon Lara	Brand Identity Initial Proposal
V2.2	03/09/2018	Adria Rodriguez	Second Review
V3.0	03/09/2018	Francesca Zuccotti	Review Integration
v4.0	25/09/2018	Francesca Zuccotti	Peer review integration

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Executive Summary

This report presents the dissemination and communication strategy for the Co-Inform project. Its aim is to define and produce the resources, planning and methods that partners should use to collaboratively communicate the project, its outcomes and activities to external stakeholders. It therefore proposes a common standard to be followed throughout the duration of the project.

The initial plan provides an overview of the communication and standardization strategy, presenting the materials, the channels, and the target groups of the project. This strategy will be updated and adjusted all along the full duration of the project to maximize the project's impact.

This deliverable will be complemented by three reports (D6.3, D6.4, and D6.5), to be submitted respectively in M12, M24, and M36 and assessing the impact of the communication strategy that is hereby described.

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1. Introduction

Misinformation online generates misperceptions. The speed and ease in which false news spread on social media have a massive impact on current affairs and policies. By bringing together a multidisciplinary team of researchers and experts in computer science, behavioural science, and sociology, Co-Inform aims to engage all stakeholders in fighting misinformation by providing them with the tools to identify ‘fake news’ online, understand how they spread, and provide them with verified information.

The project will involve internal and external stakeholders. This strategy has been designed to communicate the project outcomes at best and make sure that it reaches high level of awareness and has maximum impact in our society. The strategy has been structured to outline when, where and how such findings will be communicated and why and how all consortium members will be involved in the process.

The content in this report is organized as follows: the *first section* explains the consortium partners’ responsibilities, and the procedures that will be followed throughout the project to guarantee maximum impact of the strategy. The *second section* presents the goals of this strategy while the *third section* identifies the main audiences that Co-Inform aims to reach. *Section four* introduces an overview of what will be the Co-Inform brand identity including the logo, the typography, and document templates. In the *fifth section* the means of communication are presented, with a focus on coinform.eu website and the social media channels that have been selected. The *sixth section* focuses on the events and areas that will be targeted during the project and includes an initial calendar providing an overview of all communication activities. The last section illustrates the impact and monitoring assessment protocol and the communication strategy KPIs.

1.1. Responsibilities

ScytI leads the work package (WP6) and therefore it is responsible for and coordinates the implementation of all communication activities. Additionally, it is responsible for rebranding and updating the project website and for leading the creation of the visual identity and marketing collateral.

Nevertheless, the effective development and implementation of the communication and dissemination activities requires and depends on the joint effort by all partners of the consortium. They are responsible for appropriating the assets provided by ScytI to customise their own communication pieces and reach out to potential partners and stakeholders and help spreading the voice about the project, its findings and the tools. This is particularly important because Co-Inform will organise events and address diverse audiences (social media users, policy-makers, journalists, and academia) and pilots will be conducted in three different countries where different languages are spoken (Austria, Greece and Sweden) and communication cultures vary. Thus, the involvement of all consortium partners in reaching

out to local stakeholders will be crucial for the success of the pilots and ultimately of the project itself.

1.2. Approach

The strategy aims to identify why to disseminate, to whom to address the communication resources and activities, what are the key drivers for communication and outreach, how the consortium will implement this strategy and use the developed assets, and where and when efforts will be focused.

- **Why:** to achieve an efficient dissemination and communication plan, the first aspect is to identify the objectives of the strategy.
- **Who:** the communication activities will target different audiences which are all relevant to the project.
- **What:** audiences have different interests and needs and will be addressed with different messages, and strategies.
- **How:** audiences must be addressed through different channels. For the strategy to be implemented efficiently, the communication activities must be coordinated and regularly monitored.
- **Where:** the project must disseminate its activities and outcomes to a broad audience in the pilot countries, all over Europe and beyond.
- **When:** the project communication activity will run throughout the duration of the project. However, this strategy aims to achieve long lasting impacts.

1.3. Procedures

All project partners are requested to provide monthly updates about their communications and social media activity. For this reason, a person in charge of social media and communications at each partner company needs to be in contact with the Communications Officer. The table below shows the name of the person appointed at each consortium partner.

Consortium Partner	Name
Cyprus University	Eliana Iliofotou
	Dia Evagorou
Expert System Iberia	Francesca Spaggiari
FactCheckNI	Allan Leonard
	Orna Young
IIASA	Philippa Baumgartner
International Hellenic University	Syed Iftikhar Hussain Shah
Open University	Tracie Farrell
ScytI	Nuria Fernandez
Stockholm University	Maria Petritsopoulou, Dimitris Sotirchos
Uni Koblenz	Ipek Baris
	Giovanna Marasco-Albry

Table 1 Consortium partners' contacts

The protocol for submission of these updates is as follows: on the last Friday of each month, starting with Friday 26th October 2018, partners will upload a brief report to the “Monthly Communications Updates” folder on Basecamp. The template for the report is available on Basecamp / WP6 / Monthly Communication Updates / Month number / Reports. Please create a subfolder, name it after your organization and upload your report and pictures in there. Subfolders have already been created for the first month reports are due / M7. Name your report as follows: Month Number – Organisation name. Please name your pictures as follow: Month Number – Organisation name. Number them or give them titles if more than one.

This report should include a description of all conducted activities on all social media channels, relevant links, and hashtags used (if different from the project official hashtag – still TBC) and the quantitative assessment in terms of number of participants, days, findings, data collected etc., if an event has taken place.

As part of the dissemination and communications plan, Scytl will monitor the application of this strategy and assess its impact. Three communication impact reports will be prepared and shared in M12, M24, and M36. The quantitative data above will be used to assemble the impact reports.

1.4. Tentative Budget

The below is an initial estimate of the marketing costs to deliver the following communication strategy. Figures may therefore change during the project development.

Each activity listed in the table below is explained and justified in further detail throughout this communication plan.

Activity	When	Estimated Cost
Video 1	M8 / M9 - TBC	Video production + Crew travel expenses
Video 2	M15 / M18 - TBC	Video production + Crew travel expenses
Video 3	M36	Video production + Crew travel expenses
Interviews and Testimonials	Throughout the project	Costs may vary depending on where, how, and how many videos are recorded. The Consortium could do these videos without the involvement of a professional crew, if needed.
Printed Marketing Materials	Throughout the project	Costs may vary depending on number of events organised. SU will cover the expenses for printing marketing materials with the available budget, as per official project proposal (Marketing material €15K)

Social Media ads	Throughout the project	Costs to be defined – depending on the platform used and the audience targeted
Total		Roughly €15.000* + contingency

Table 2 Estimated project marketing budget

*** this figure does not include the costs of printing marketing materials.**

2. Why

2.1. Goals

The main goal of this dissemination and communications strategy is to promote the Co-Inform project activities and outcomes to external parties.

This strategy goals are:

- to establish and maintain mechanisms for effective and timely internal and external communications.
- to ensure the project achieves the widest possible impact and exploitation of results through an effective internal and external communications strategy.
- to identify methods and opportunities to ensure sustainability of the Co-Inform output beyond the three-year duration of the project.
- to communicate project achievements to external stakeholders, and with other CO-CREATION projects.
- to establish and disseminate the project's activities, findings, outcomes among citizens, policy makers and journalists.
- to identify and engage stakeholders throughout the course of the project to widen the Co-Inform stakeholder base, from communities of interest to researchers and educators, NGOs and SMEs in Europe.
- to maximise the impact of the outcomes derived from Co-Inform pilots and the dissemination of the resulting toolkit.
- to generate downloads of the Co-Inform tools.

Additionally, this strategy includes more practical goals, such as:

- to maintain the project's website.
- to update and motivate partners to contribute to the project social media activity.
- to assist the preparation of press releases and other materials for dissemination to the media and other stakeholders.
- to assist with the preparation of all events marketing materials.

3. Who

3.1. Audiences

Although the consortium recognizes the value of communicating the project's activities and outcomes to a broad public, this plan identifies some specific audiences to be targeted to ensure the effectiveness and impact of the Co-Inform communication strategy.

This paragraph identifies the main channels of communication and the key messages for each target audience. The exact wording of these messages will be finalized and shared in the branding manual. The content of the website as well as that of marketing collateral and all communications will be updated accordingly.

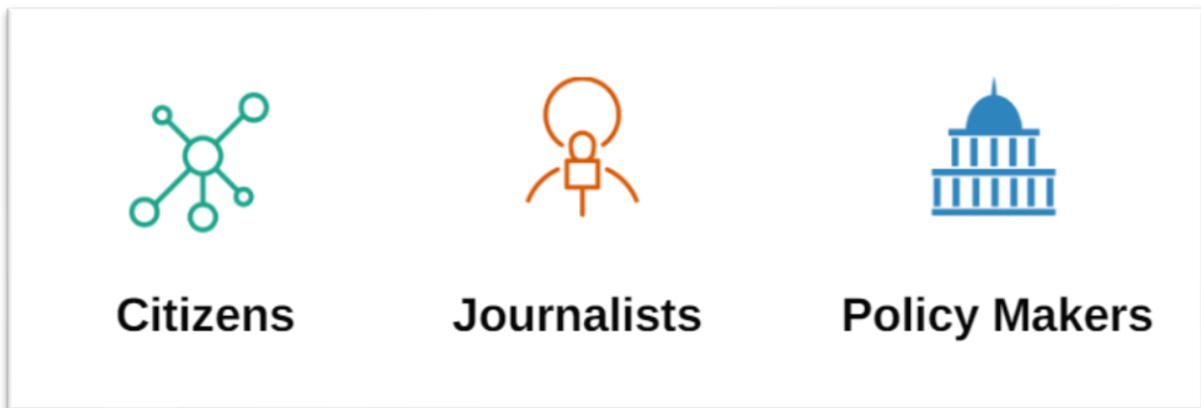


Figure 1 Co-Inform Stakeholders

• Citizens

Main channels of communication: Facebook, Twitter, and the newsletter.

Main messages:

- Misinformation can generate wrong perceptions and lead to biased decisions
- Not everything you read is true
- Always check the source and use your judgment
- **More informed decisions lead to a better society**

• Journalists & Fact Checkers

Main channels of communication: Twitter, LinkedIn and the newsletter.

Main messages:

- Unverified information makes for poor quality content and bad journalism
- Get the facts for more accurate news and reports
- By automatically detecting misleading articles, Co-Inform tools will give them the chance to publish corrective information

- **Better news lead to more informed decisions**

• **Policy Makers**

Main channels of communication: Twitter, LinkedIn and the newsletter.

Main messages:

- Misinformation can generate bad policies
- Get the facts for better informed policies
- Together we can fight the spread of false news and its impact on society
- **A system flagging misinformation can help us build a better-informed society**

To amplify the impact of the results of the Co-Inform project, other audiences will also need to be included in the dissemination strategy:

• **Researchers and Scientific Community**

High quality and timely scientific dissemination activities will be important for branding Co-Inform as an international reference project. Therefore, the consortium partners will be responsible for writing high quality articles for international journals in the fields of information management, human computer interaction, social science, web intelligence, data science, and decision-making. An initial list of relevant journals can be found in Annex 1. The Consortium partners will also be attending relevant world-leading scientific conferences and events (an initial list can be found in Annex 2) to raise awareness about the project and to disseminate the results and findings of the 3 pilots.

• **Standardisation bodies**

There is currently a lack of standards and policies for representing and managing misinformation, which Co-Inform aims to help creating. It will be the responsibility of WP2 and WP3 to create and support the creation of standard policies for managing misinformation on social media and standards for modeling and exchanging data on misinformation. WP6 will be responsible for communicating the deliverables as needed.

• **SMEs**

Co-Inform will also benefit companies who choose to implement their own commercial versions (especially SMEs with limited marketing budget) as the platform will create awareness of the benefits of this type of product. All consortium partners will be involved in identifying SMEs in the country where they are based and communicate with them about the projects and its outcomes throughout the 3 years of the project duration.

4. What

4.1 Identity

The Co-Inform project needs a distinctive visual identity. An initial proposal for a logo, typography, and temporary templates has been included as part of this strategy.

The complete identity and corresponding assets will be designed and produced by Scyt's Graphic Designer, Simon Lara, in an iterative process that includes partners' feedback. A branding manual with guidelines on how to use the brand will be created and circulated by November 2018.

The complete visual identity manual will include the following elements:

- *Concept - how it was designed*
- *Tagline*
- *Colour palette*
- *Fonts*
- *Logo*
- *Icons*
- *Imagery and photography style*
- *Templates (word file, power point presentations, newsletter)*
- *Brand personality*
- *Tone of voice*

These assets will be shared with all partners to be appropriately used in their communication and dissemination materials. Below is an initial proposal for Co-Inform brand identity.

Icons: the main idea behind these logos is to find a symbol that is easily recognizable and self-explanatory, but that has functional properties that can be integrated in the final product and user interface as well. Additionally, the logo needs to be easily scalable and readable in small digital formats.

As part of the process, two objects were identified that could be used as a metaphor for tools that help and empower users to see things (in this case news) in a clear way, like a pair of glasses (option 1) or a magnifying glass (option 2). Option 3 is a simplified and more abstract way of representing the glasses.

On the other hand, it was important to incorporate the functionality of the tools in the logo as well. The tools will verify the trustworthiness of the news and provide a ranking or a grade as a result. This concept needed to be translated into visual symbols. Check symbols have therefore been selected: a tick symbol to represent true or verified news and a cross symbol for false or unverified information.

Typography: Two alternatives have been selected. Option 1 is a simple, geometric, and clean font that conveys transparency and trustworthiness. It has a contemporary and aseptic

look, quite neutral and scientific. Option 2 is a simple and yet humanist font. It evokes the more traditional fonts used for news. It is strong, distinctive, and memorable.

Monochromatic Colours: these logos have intentionally been designed in gray scale for now to help the Consortium partners focus on the icons and typography. An appropriate colour scheme will be proposed at a later stage and included in the branding manual.

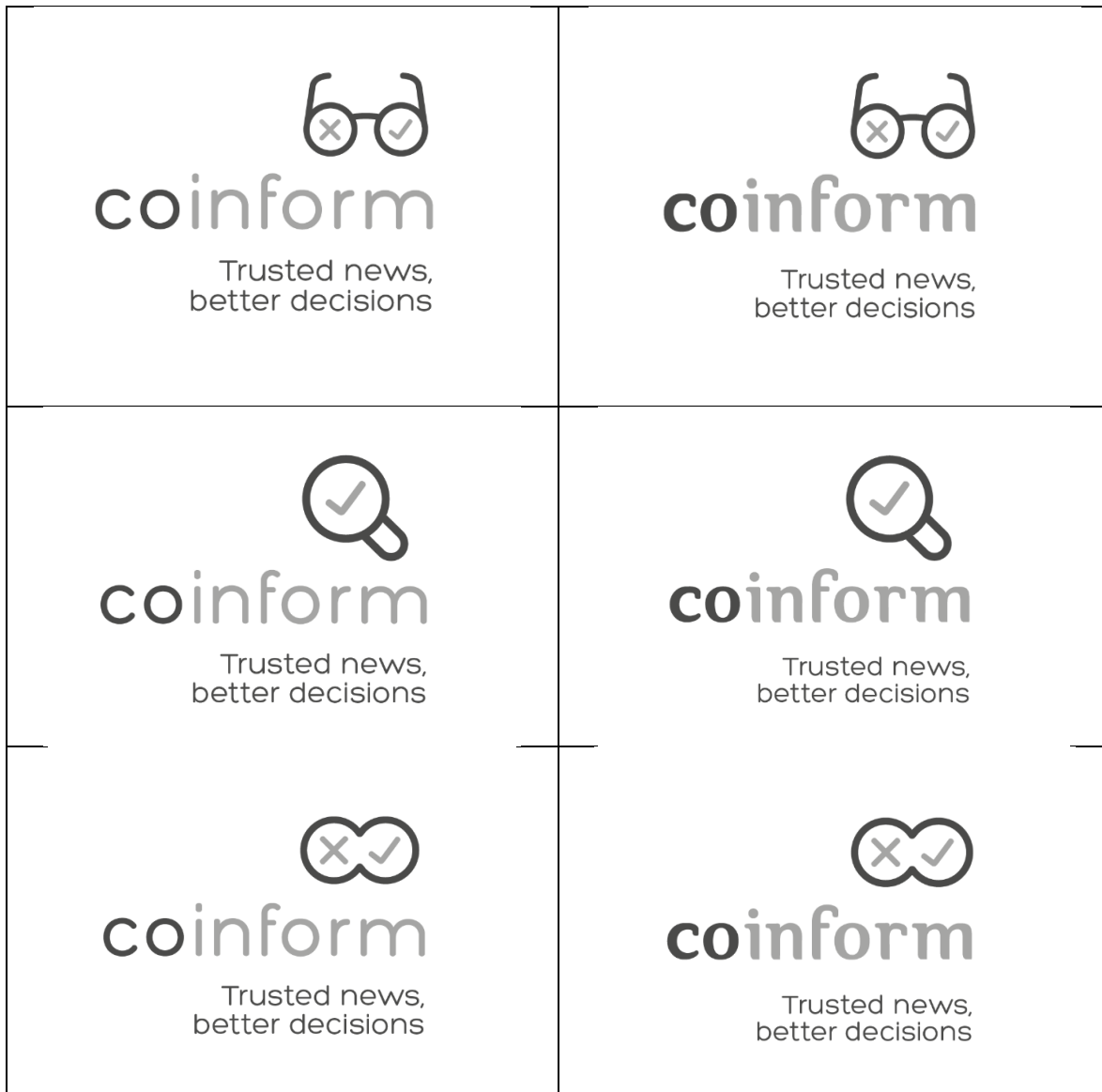


Figure 2 Co-Inform Proposed Logos

The brand manual will also include a new tagline and a project hashtag to be used to share news and updates regarding Co-Inform on all social media platforms.

Initial ideas have been grouped based on themes:

- **Ideas for the tagline:**

Group 1 - Together against misinformation/ Together for well-informed societies/ Together for better informed societies

Group 2 - Trusted information for better decisions/ Trusted news, better decisions

Group 3 - Empowering societies with tools against misinformation/ Empowering societies with tools to fight misinformation/ Empowering societies with tools to avoid (the spread of) misinformation

Group 4 - Creating the tools for well-informed societies/ Creating the tools for better informed societies

Group 5 - Think before you click/ Think before you share it

➤ **Ideas for the hashtag¹:**

Group 1 (Information) - #InformedDecisions / **#TrustedInfo** / **#StayInformed** / #BetterInfo

Group 2 (News) - **#TrueNews** / #OnlyTrustedNews / #CheckYourNews / #VerifiedNews / **#CheckedNews**

Group 3 (Check/Think/Share) - **#Checkbeforeyoushare** / **#Checkb4ushare** / #Thinkbeforeyoushare / #Thinkb4ushare / #CheckIt / **#Check&Share** / #ShareTheTruth / #ShareTheFacts / #Think&Share

4.2. Text and presentation templates

The brand needs to be applied to templates for documents, presentations, deliverables and communication collateral. These exist with the current branding for word and PPT files only and will be redesigned once the new branding has been finalized. Additional materials will also be created throughout the project duration in a variety of formats and based on the different requirements of the consortium partners. Word and PPT templates are available on Basecamp in the Co-Inform Templates folder.

¹ NB: #TrustedNews had to be dropped as a browser extension with this name already exists. See <https://trusted-news.com/>

5. How

Co-Inform will use a combination of channels to communicate and disseminate the project outcomes and findings. Furthermore, the official project channels will be supported and complemented by those managed by each consortium partner.

The following table describes how the Consortium intends to disseminate and communicate the core of the project's activities:

DIGITAL COMMUNICATIONS

Co-Inform website	Deliverables	Resources	Blog
Social Media	Twitter	LinkedIn	Facebook
Partners' channels	Websites	Newsletters	Blogs
			Social Media

FACE TO FACE COMMUNICATIONS

Events	Workshops	Conferences	Meetings
Co-Inform pilot events	Austria	Greece	Sweden
Co-Inform meetings	Advisory Board Meetings (3)		

5.1. Digital communications

5.1.1. Website content

The website **Coinform.eu** is the main online tool and information point to present and disseminate the goals, activities and findings of the Co-Inform project.

The website will also be the main point of reference and include content about the project, including an introduction, a presentation of the partners, the calendar of events and the publication repository.

All the project partners are responsible for regularly contributing to the contents of the website, with regards to the calendar of events and the activities related to the pilots in each country.

The content, visual appearance and tone of voice will be modified to reflect the new brand identity in due course.

The main purpose of the website is to show how all stakeholders can benefit from Co-Inform and the resources made available to them in the 'Resources' section. These resources have been divided into 3 subsections, one for each target audience:

- Resources for citizens
- Resources for policy-makers
- Resources for journalists

Common tools:

- A Blog with articles, interviews, testimonials and updates on the project (e.g. news and events)
- A Glossary to provide explanations of key term (e.g. “fake news” and “echo chambers”) and presents complex theories in bite-size formats, such as infographics and videos.

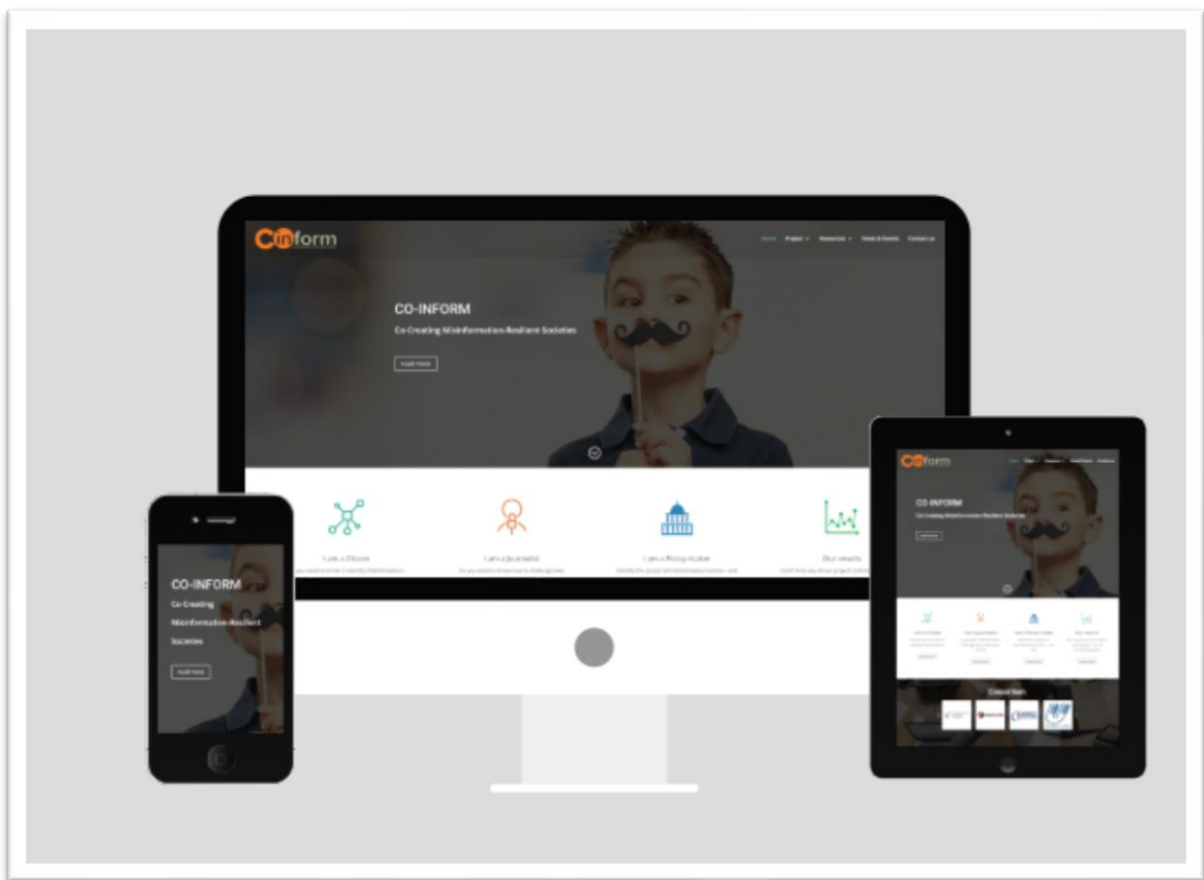


Figure 3 Coinform.eu current website – work in progress

The Co-Inform project website hosts different types of content that are meant to be easy to understand and engaging for all stakeholders. Hence the preferred tone of voice for the website should be that used for communication with citizens. The language should always be easy to understand, straightforward, catchy and engaging.

There is static and dynamic content on the website. Static content refers to those pages the content of which will not be modified through the project: e.g. About, Contact Us etc. This content will need rewriting once the branding manual has been finalized and will then remain the same until completion of the Co-Inform project.

Dynamic content refers to those pages that will require to be updated frequently. All deliverables considered of public interest will be published in the *About* section of the website, *under Project Deliverables*. Other dynamic sections that will require frequent content updates are the *Blog* and the *Resources* sections. Some changes to the website content and look and feel will need to be implemented once the new branding is finalized to align them with the tone of voice and brand personality as needed.

- **Homepage**

The homepage should give users easy access to resources and project deliverables. Therefore, direct links have been added to those pages from the homepage. Once the branding has been finalized this section will be updated with new icons and images accordingly.

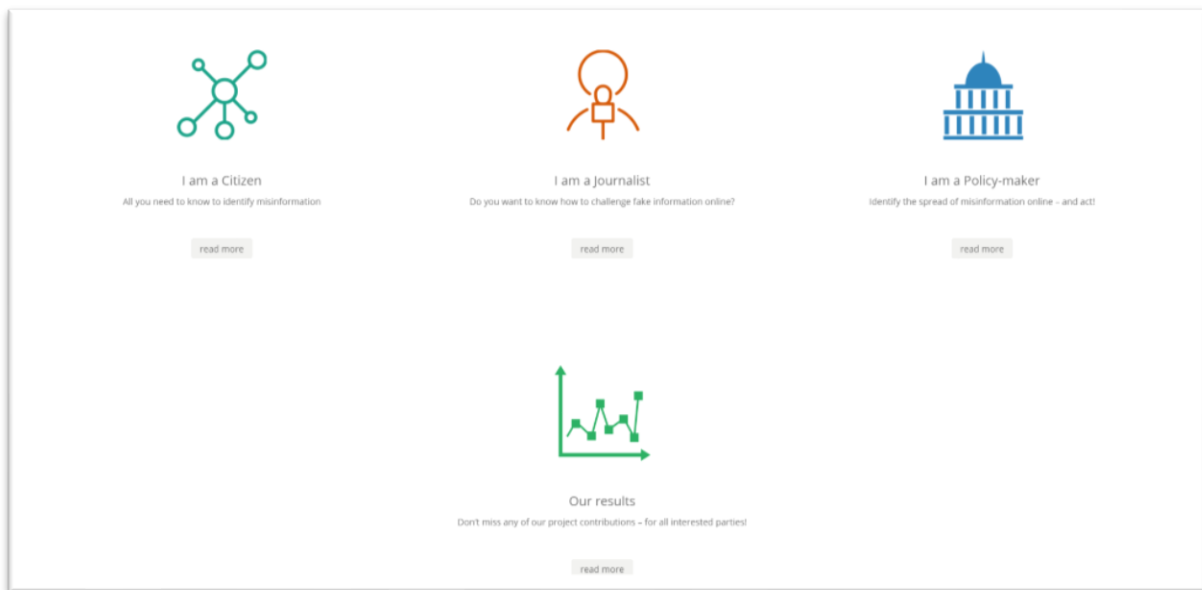


Figure 4 Coinform.eu Homepage

- **About**

This section introduces the challenge of misinformation and the Co-Inform project. It also showcases the multidisciplinary consortium involved and the project findings and results. Deliverables will be published here.

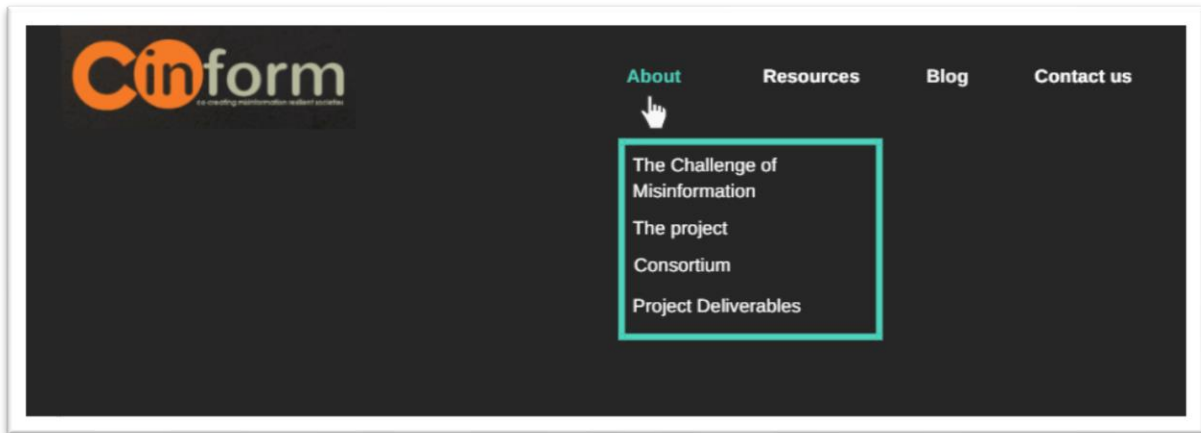


Figure 5 Co-Inform Navigation Bar – About

- **Resources**

A *Publications* section has already been added and a *Glossary* section will be added here as well in due course. The Glossary will be used to explain and simplify terms that are often used nowadays but that may not be of common knowledge, such as “fake news”, “echo-chamber”, “post-truth”, and “computational propaganda” just to name a few. These pages will be updated with relevant content as it becomes available.

Once the new branding has been finalized, the content of these sections will be updated explaining how Co-Inform will help citizens, journalists and policy makers. Depending on the tone of voice of the brand, this section might need to be renamed “What’s in it for me” or “why is it for me” or “Why should you trust us”, instead of “Resources”.

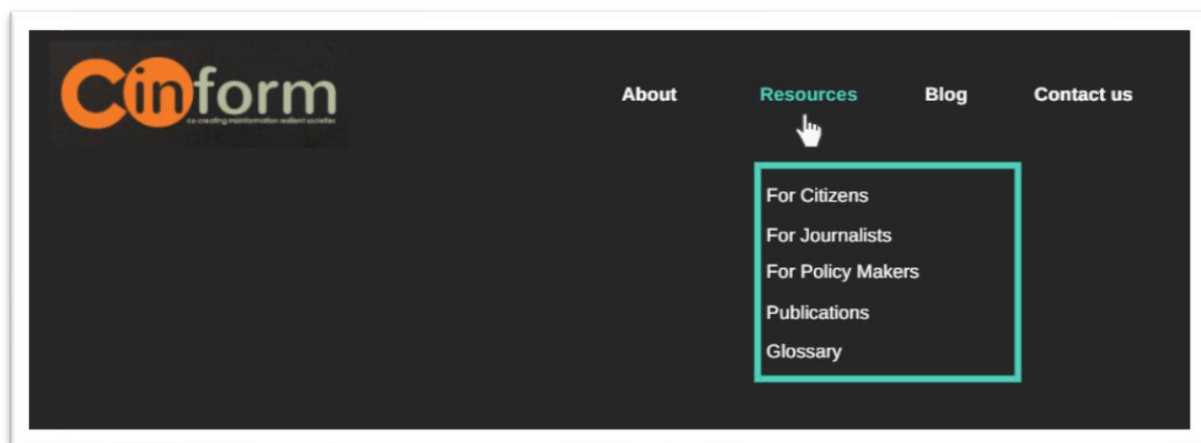


Figure 6 Co-Inform Navigation Bar – Resources

- **Blog**

This section will include information and updates about related events and conferences attended and/or organized by the consortium partners, as well as news about the project. This section will be updated with content on a regular basis.

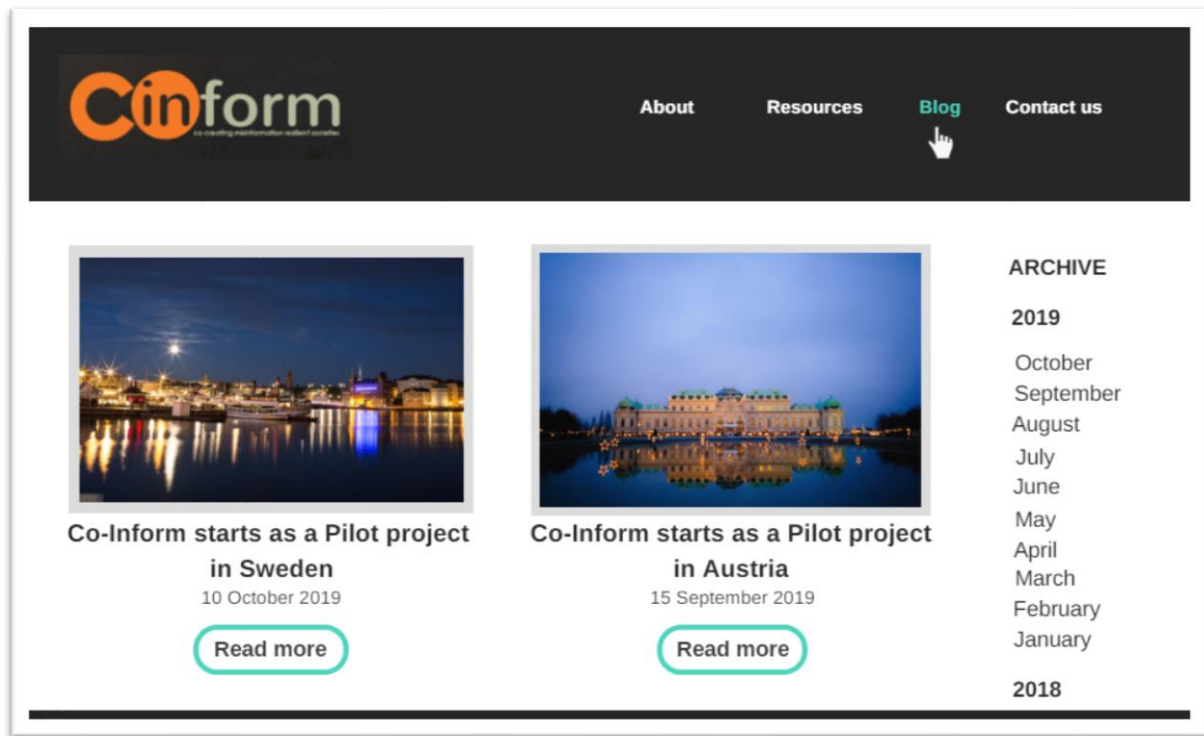


Figure 7 Co-Inform Navigation Bar - Blog

All consortium partners are responsible for providing content during the project. Each partner will provide an article every year, with the aim to publish 9 blog posts each year. However, there will only be 7 blog posts published in Year 1, starting with the first article in M6. The calendar for Year 1 is outlined in the table below. The calendar for the two following years of the project will follow in due course.

Year 1 2018/ 2019	Participant Organisation Assigned	Topic	Submission Date
M6	Stockholm University (SU)	How will Co-Inform Tackle Misinformation and make a difference for our society?	28/09/2018
M7	Stockholm University (SU)	How is Co-Inform aligned with the EU strategy to tackle misinformation? (as a reference: https://cdt.org/blog/tackling-disinformation-proposed-eu-code-of-practice-should-not-lead-to-politically-biased-censorship/)	19/10/2018
M8	FactCheckNI (FCNI)	What is fact-checking and why is it important?	9/11/2018

M9	Cyprus University of Technology (CUT)	Why do people believe in “fake news” and share it on social media?	7/12/2018
M10	University of Koblenz (UKOB)	Misinformation and Politics in the Post-Truth era: why do people trust emotions more than facts?	18/01/2019
M11	Expert System Iberia (ESI)	The language of false news. How and why does it work?	15/02/2019
M12	ScytI	Should tech companies be held accountable for the spread of false information on their platforms? What are they doing to limit the impact of the spread of misinformation?	15/03/2019

Table 3 Blog articles

The project has three types of stakeholders. However, if Co-Inform is to make a difference and bring change in society, articles need to be easy to read and understand even for the less educated members of the public. The Consortium must also consider that online readers have short attention spans and don't want to read long articles. The recommended blog post length is therefore among 400 and 600 words.

The language used must be straightforward. Try to avoid technical jargon and if that is not possible, explain the terms to the reader. Remember that the purpose of these articles is to raise awareness, to inform, to generate a discussion and to encourage social sharing. Hence, the blog posts need to be catchy and very clear.

Relevant pictures, if available, should also be submitted together with your blog post. A folder called 'Blog' has been added to Basecamp. *Date of submission* – is the date the blog post should be added to the 'Blog' folder. Please notify the Communications Officer once done. The blog posts will be published the week following their submission.

5.1.2. Social media content, presence and guidelines

Social media content will vary depending on the network and main target audience. The plan is to post on a regular basis on all three networks, but with a different frequency depending on the best practice for each social network.

Some social media advertising activity is also necessary for the project to reach its KPIs targets. A certain amount of budget will be needed throughout the project duration to carry out such activities on Twitter, Facebook and LinkedIn and to target specific groups of people that may be interested into the project and the tools that will be created. Social media ads are the best way to reach out to a wider audience, which can be targeted geographically, demographically, based on interests, and on behaviours. The impact of these ads will be evaluated when possible.

Co-Inform is expected to have a strong presence on social media. The Consortium has chosen to focus on Twitter, Facebook, and LinkedIn. A YouTube channel will be created as a repository for sharing videos throughout the project (see section 5.1.3 for more details).

There will be a specific content strategy for each channel. Twitter and Facebook feeds will also be embedded to the Co-Inform website, giving the visitors and immediate overview of our social media activity with the aim to grow the project social media following. Social media optimized content to promote the project will be provided to all partners in due course.

All consortium partners official social accounts should follow the Co-Inform project on Twitter, LinkedIn and Facebook. Therefore, it is important for the person responsible for social media activities at each consortium partner to be in contact with the Communications Officer, so that the social media activities can be coordinated and managed in the most effective and efficient way possible (See section 1.3).



Twitter

A Twitter account has been created (https://twitter.com/Co_Inform). Twitter will mainly be used as a platform to reach out mainly to journalists, policy makers, and researchers. Citizens will also be targeted to a lesser extent. The goal of our strategy on Twitter will be to raise awareness about the issue of misinformation on social media and its social and economic impacts. The aim is that of creating a conversation using the Co-Inform hashtag which needs to be embedded in all tweets related to the project. All tweets from the consortium partners should also include this hashtag when referring to the project so that the activity can be easily tracked and reported in the monthly reports.

As all consortium partners already have accounts and quite a large amount of followers and will follow the Co-Inform Twitter account and post and share updates about the project using the Co-Inform hashtag and by doing so inviting their exiting followers to engage with the Co-Inform project, by presenting it as a project they are taking part into.



Facebook

An official Facebook page has also been created (<https://www.facebook.com/Coinform>). Facebook is the best platform to attract a broad audience and to raise awareness about the issue of misinformation and its social and economic impacts. Therefore, the content on this page needs to be trustworthy and informative, but also visual, and most importantly easy to understand.

Some paid advertisement will be required to build awareness and initially attract a specific target audience to the page. Facebook will mainly be used to communicate completion of deliverables that are of public interest and to share news about any events and meetings related to the project. Partners are therefore encouraged to share their project posts in their own official Facebook pages so that it can be shared onto the Co-Inform page. Partners also need to provide content to the Communications Officer so that the project's Facebook page can be updated on a regular basis. It is recommended to use the Co-Inform hashtag for Facebook posts as well, to facilitate activity tracking and reporting.



LinkedIn

LinkedIn is the best platform to reach potential stakeholders such as journalists, fact checkers and policy makers. An official LinkedIn page has been created (<https://www.linkedin.com/company/coinform>) and a group will be created later, ideally when the co-creation sessions start.

The content to be published on LinkedIn needs to be factual and informative with the aim to establish Co-Inform tools as the best solution for professionals who need to access verified and trustworthy information in the fastest way possible. LinkedIn can be a great way to connect with researchers and other experts in the topic of misinformation and involve them into the discussion, especially when planning to attend or attending a conference. It is recommended to use the Co-Inform hashtag for LinkedIn posts as well, to facilitate activity tracking and reporting.



YouTube

Videos will be recorded during the pilots and throughout the duration of the project and the channel will be used as a repository. Project partners will be asked to share their footage with the WP6 leader who will upload the videos to the project's YouTube channel and share them on social media according to the different social network strategies and schedules. All videos should clearly display the Co-Inform logo, hashtag and the tagline to help building the brand presence online.

5.1.3. Additional Content

➤ Video Content

To make the content more visual and engaging it is recommended to create a few videos. The idea would be to create 3 professionally made videos throughout the duration of the project, timed as follows:

- 1st video – **An Introduction to Co-Inform (M8 – M9)** - to be recorded at the stakeholders' engagement stage (during jam sessions and at the first project event). The video will introduce the project and explain its main goals.
- 2nd video – **Co-Inform Dashboard and Plugin Demo (M15 - M18)** - this video should be a demo of the tools. The main objective being to translate the complicated technology created into a visual and engaging demo showing how the tools work and how easy and useful it is to use them in everyday life.
- 3rd video – **Co-Inform Results (M36)** - the final video should be a summary of the outcomes and findings of the project and should be used for further dissemination and promotion of the tools once the project is completed.

To produce such videos, a certain amount of budget will be required. The budget will depend on the quotation of the video production company appointed by the Consortium (company still to be appointed). The production of these videos is also necessary for the project to reach its KPIs targets.

Throughout the whole duration of the project a series of interviews with stakeholders and consortium partners should also be released. The interviews will aim to explain the issue of misinformation on social media, stress its impact on our society, and highlight the importance of the Co-Inform project as a mean to generate more informed policies, and more facts-based decisions and news. These interviews will also aim to explain some terms that are relevant to the issue of misinformation and that may not be of common knowledge, such as “echo chamber effect” and “post-truth era”, just to mention a couple. The purpose being to introduce the multidisciplinary team of the Consortium, showing that a team of researchers and experts in computer science, behavioural science and sociology has been involved in the project.

A series of testimonials should also be filmed to show the importance of the project. Presenting some real examples of how misinformation on social media can impact someone's life would be a very powerful way to raise awareness of the issue and make people understand the importance of verifying information before sharing them.

➤ Newsletter

Newsletters are a great way to communicate with stakeholders and keep them updated about the project. By sending out newsletters by MailChimp, The Consortium will be able to track open rates and CTR and therefore have more insights into our followers' interests. This will allow for content to be adapted accordingly to make it more relevant for Co-Inform readers.

The newsletter should only be sent out to stakeholders that have expressed their interest in receiving updates about the project. Mailchimp has been selected as the project email service provider, as it is easy and free to use. It also gives the recipient the option to unsubscribe from the mailing list, as legally required.

All consortium partners are responsible for identifying and adding policy makers and journalists to the database so that they can be included into the mailing list for receiving information about the progress of the project, if consent has been given. This is to be done in compliance with GDPR regulations. Citizens will be able to subscribe to the newsletter through the form on the website and at events organized during the project.

A template for the newsletter will be created based on the new branding and an example will be included in the branding manual.

Newsletter will be created and distributed at six-month intervals. There will be a total of 6 newsletters, timed as follows: M9, M15, M21, M27, M33, and M36. Even if it was initially planned for a newsletter to be released in M6, this will not be possible due to the lack of content at this stage. It is deemed more appropriate to wait for the co-creation sessions and the project event to take place, so that there will be some news to share and possibly some video content as well.

The frequency and schedule of the newsletters will change depending on completion of deliverables during the project. If a lot of content becomes available, or if there is a specific update to be shared, an additional newsletter will be considered or the publication date of one of the 6 could be adjusted as needed.

All consortium partners are responsible for providing content, including images, photos and videos that could be used for this activity. The content must be provided to the Communications Officer through Basecamp. A folder for Newsletters has been created and for the first one a subfolder per partner as well. Going forward, please create your own subfolder and upload content that you think should be shared in the newsletter. If the content available is not enough to justify the creation and circulation of a newsletter, an update will be published in the Blog section of the website instead. If there is a good amount of valuable content, an additional newsletter could be created.

5.2. Dissemination in the media

Articles for the wider public will be published in connection with conferences and lectures and sent to relevant online and print magazines and blogs.

Moreover, links to all articles and other media coverage about Co-Inform must be included in the monthly Communications report submitted by each Consortium partner.

With the goal to increase interest and awareness about the research conducted within the Co-Inform project, the communication departments of all partners are expected to collaborate, under the coordination of the WP6 leader, to address the right diffusion channels and to ensure maximum impact among stakeholders (citizens, journalists, and policy makers). Partners' cooperation will be extremely helpful when it comes to local media, given the multi-language aspect of the project.

NB: it is the responsibility of all consortium partners to monitor the news and share any articles about the project published on magazines, newspapers, TV, online media etc. by adding them to the Basecamp Folder “In the News – Partner Subfolder”.

5.3. Academic dissemination

An initial list of journals is included in Annex 2 and will be added on Basecamp for partners to add to it as needed. If you write a paper and it gets accepted or published, please inform the Communications Officer.

Scientific papers - A minimum of one scientific paper for each academic partner will be written during the project, for a total of five papers by M36. The topic and timing of each is still to be confirmed. The five academic partners will agree with the Communications Officer the topic and due date for each of their scientific papers in due course.

In collaboration with WP2 and WP3, the consortium will work on a range of papers, articles and publications to contribute to the project’s outcomes to scholars, practitioners and the public working on or interested in the project’s topics.

Likewise, the Consortium will seek to contribute insights and findings to specific governments, innovation and policy agencies, who can support change from the top down.

All Co-Inform publications will be open access, that is free of charge for everyone.

6. Where and When

Co-Inform will disseminate and communicate its activities, findings and outcomes throughout the length of the project, both locally in the pilot countries, and internationally.

In this section some of the key spaces where the Consortium intends to further disseminate the project have been listed.

European Commission and research communities

The consortium will cooperate with the European Commission to disseminate information through the EU supported R&D initiatives: scientific and political events of the European Commission, international conferences, workshops and symposia.

The aim of these engagements is to increase awareness about Co-Inform within the EU and to identify and harness opportunities to collaborate with other EU funded initiatives.

Advisory Board (AB)

Selected senior representatives from established stake holding organisations will be kept up-to-date with the latest project results, including new developments regarding the Co-inform platform and use case progress.

The representatives will bring to the project their experience and will help to shape user requirements and evaluate delivered solutions. The confirmed AB currently consists of several leading academic and policymaking experts.

Organising demos, workshops and presentations

A broad range of events will be organized to showcase the work conducted by communities during the pilots and to inspire other who were not initially involved. This includes demos and presentations at international events such as those listed in Annex 2.

The mid-term and the last project meetings will include sessions open to the scientific community and stakeholders.

The consortium understands that all communication activities are likely to increase the external appropriation and impact of the Co-Inform outputs. For this reason, the project partners are encouraged to plan participation to selected events that are relevant to the topic of the Co-Inform project at the national, and international level and at EU congresses and events. For an initial list of events check Annex 2.

6.1. Communications Calendar

This calendar will be updated throughout the duration of the project as needed. Due dates may vary depending on the completion of the project deliverables which constitute the content for this communication strategy.

The communication strategy will focus on three main objectives during the three years of the project:

- **Year 1** (2018 – 2019) To introduce the project to the public and create the context and framework for people to understand how false news can have a negative impact on our society and how Co-Inform can help avoiding the spread of misinformation.
- **Year 2** (2019 – 2020) to promote the development of the tools and show how stakeholders should use them in their everyday life for social good.
- **Year 3** (2020 – 2021) to promote the results of the pilots and show (if possible) practical examples of how the project has made an impact in the 3 communities where the pilots have been running.

Year	Month	Deliverable/ Update/ Event	Public news	Comms Activity					
				Website		Other Activities			
				Add to Deliverables	Blog	Social Media	Video	Newsletter	Event Collateral
2018	M5 August	D4.1 Generic architecture - v1	YES						
		Co/creation webinar	NO						
	M6 September	D6.1 Dissemination & Communication plan	YES	x					
		D7.1 Data Management Plan	NO						
		D3.0 Data Management Delivery Plan	YES	x					
	M7 October	D1.1 Co-creation framework	YES	x					
	M8 November	Advisory Board Meeting / Project Steering Board Meeting / Project Event	YES		x	x	recording session – interviews		x
		Re-Branding - Visual identity manual	YES	x		x			
		Co-creation sessions	YES		x	x	recording session – interviews		x

	M9 December	D1.2 Pilot requirements and service design	YES	x			1st video - intro	x N1	
		D4.2 Generic architecture - v2	YES						
2019	M10	Launch of Pilots in 3 countries	YES		x	x	recording session – interviews & testimonials		
	M11								
	M12	D2.1 Misinformation management policies	YES	x					
		D3.2 Survey of misinformation detection methods	YES	x	x	x			x
		D3.1 Content collection services	YES	x					
		D5.1 Evaluation methods	YES	x					
		D6.2 First comms report	YES	x					
	M13								
	M14	Project Steering Board Meeting	YES		x	x	recording session – interviews		
	M15	D4.3 Generic architecture - v3	YES					x N2	
		D4.5 Interface development - 1st version	YES	x	x	x			
	M16								
	M17								
	M18	D2.2 Policies and procedures for interventions and procedures	YES	x			2nd video - demo of tools		
		D6.3 Initial exploitation plan	NO						
		D7.3 First periodic report	NO						
	M19	Advisory Board Meeting 2	YES		x	x	recording session – interviews		x
M20	Project Steering Board Meeting	YES		x	x	recording session – interviews			
M21	D4.4 Generic architecture - v4	YES					x N3		
2020	M22								

M23								
M24	D1.3 Incentives of engagement and resilience - interim report	YES	x					
	D5.3 A decision theoretical policy evaluation tool - How will the Co Inform impact be measured?	YES	x		x			
	D2.3 Policy models and structure	YES	x					
	D3.3 Patterns and predictors of misinformation flow	YES	x					
	D7.1 Data management plan	NO						
	D7.4 Second Period report	NO						
	D5.2 Co-inform tool iterative development design recommendations	YES	x					
	D6.4 Second report on comms and dissemination activities	YES	x					
M25								
M26	Project Steering Board Meeting	YES		x	x	recording session – interviews		
M27							x N4	
M28								
M29								
M30	D4.6 Interface Development Second version	YES	x	x	x			
	D5.4 Analysis of the relationships between individual characteristics, social factors, and media design, and citizens' approach to misinformation	YES	x		x			
M31	Advisory Board Meeting 3	YES		x	x	recording session – interviews		x
M32	Project Steering Board Meeting	YES		x	x	recording session – interviews		
M33							x N5	

2021	M34								
	M35								
	M36	D1.5 Incentives of engagement and resilience – Final report	YES	x	x	x	3rd video – Project Results	x N6	
		D1.4 Pilot conclusions	YES	x					
		D2.4 Evaluation results of misinformation policies and interventions	YES	x					
		D3.4 Services for measuring and tracking perception and behaviour towards misinformation	YES	x	x	x			
		D5.6 Report on summative procedures and findings for the 3 stakeholder groups	YES	x	x	x			
		D5.5 Platform design implications for changing citizens' resilience to misinformation and increasing engagement and recommendations	YES	x	x	x			
		D6.5 Third report on comms and dissemination activities	YES	x					
		D7.5 Third periodic report	NO						
		D6.6 Final exploitation and sustainability plan	NO						
		D7.1 Data Management Plan	NO						
		D7.6 Final project report	NO						
		Project Final Event	YES		x	x			x

Table 4 Communications Calendar

7. Impact and monitoring

The success of each action proposed in this plan will be measured by tracking communication activities over time.

Starting from M7 and until the end of the project (M36) data will be collected monthly with a focus on the evolution of the following indicators:

- Website traffic
- Referral links
- Social media activity, by tracking the use of the Co-Inform hashtag (#TBC) and thanks to partners providing their monthly communication reports
- Likes to the Facebook page, number of followers on LinkedIn and Twitter
- Media coverage
- Number of papers accepted by scientific journals (please always inform the Communications Officer once acceptance is confirmed)
- Talks and participation at events and conferences (please always inform the Communications Officer well in advance of attending the event)
- Number of individuals, communities and organizations involved in any of the co-creation activities carried out throughout the project
- Other activities performed (surveys and interviews conducted by the consortium)

The above listed analytics will be analysed and shared in three reports (D6.3, D6.4, and D6.5), to be submitted respectively in M12, M24, and M36.

This deliverable can be regarded as preliminary since this document is due in M6 and represents a generic overview and only the first stage of the communications and dissemination strategy.

This strategy will be delivered subject to completion of the other deliverables as per calendar above. It's therefore to be considered a flexible plan that can be modified depending on the timely completion of the other project deliverables.

7.1. KPIs for success measuring

A key performance indicator (KPI) is a metric for evaluating factors that are crucial to the success of a project. The purpose of using KPIs is to focus attention on the tasks and processes and make progress towards declared goals and targets. The indicators will be quantified once per year and used to analyze the progress and the success or failure of the dissemination and communication activities to refine activities and to ensure success in the future. These KPIs are highly dependent on the budget available, as outlined in 1.4.

These KPIs will be used to evaluate the progress and in the end the success of dissemination and communication activities:

Social Media Followers	<i>Twitter</i>	1000*
	<i>Facebook</i>	1000*
	<i>LinkedIn</i>	500*
Videos created	<i>YouTube</i>	18* Interviews 9 (1 per partner) Testimonials 9 (3 per pilot) + 3 project videos if budget is available
Newsletter Subscribers	<i>Released</i>	6
	<i>Subscribers</i>	500*

Table 5 Project KPIs

7.2. Risk Management

Risks	Mitigations
Articles Delay	<ul style="list-style-type: none"> • Proactivity • Regular reminders • Respect deadlines • Adjust deadlines to real working time availability
Lack of communication amongst partners	<ul style="list-style-type: none"> • Each partner organisation to have a contact point within organisation to liaise with the Communication Officer regarding WP6 activities (see 1.3 Procedures) • Clear and regular communications maintained by WP6 leader with all partners • Monthly communication reports provided by all partners (see 1.3 Procedures)
Lack of interest on social media	<ul style="list-style-type: none"> • Flexibility in way of managing dissemination channels (e.g.: readapt style of writing on social media when posting content on feed as needed) • Create content that is relatable to the audience i.e. avoid complex/technical terminology and opt for visual content such as photos and videos • Stay updated on trends around social media strategies • Publish authentic, interesting and relevant content as much as possible • Regularly monitor the analytics of online channels to measure engagement

Failure to achieve great visibility of the project and of its results	<ul style="list-style-type: none">• Be active in looking for relevant events, conferences, etc. where the project can be presented• Leverage activities planned within other WPs in the project that engage stakeholders (ex. Workshops, JAM sessions, Focus groups)• Monitor the visibility throughout the project• Leverage online tools to disseminate results• Select alternate stakeholders that could provide improved local traction
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Table 6 Risk Management

ANNEX 1

List of Journals

The following is an initial list of scientific journals to which various partners of the Consortium will contribute by providing high-quality articles. This list will be added to Basecamp and will evolve throughout the project duration.

- Information Systems Journal
- Knowledge and Information Systems
- IEEE Intelligent Systems
- Journal of Web Semantics
- Journal of Communication
- International Journal of Human-Computer Studies
- Journal of ePractice
- International Journal of Electronic Governance
- Media Psychology
- New Media and Society

ANNEX 2

List of Relevant Conferences and Events

The following is an initial list of events where presentation of the Co-Inform project can be delivered. The attendance at these conferences and events is to reach stakeholders that could engage and help spread the voice about the Co-Inform project. This list will be added to Basecamp and will evolve throughout the project duration.

- **International Conference on Social Informatics (SocInfo)**
Saint Petersburg, September 25 – 28, 2018
<https://socinfo2018.hse.ru/>
- **International Semantic Web Conference (ISWC)**
Monterey, October 8 – 12, 2018
<http://iswc2018.semanticweb.org/>
- **2018 Conference on Empirical Methods in Natural Language Processing**
Brussels, October 31 – November 4, 2018
<http://emnlp2018.org/>
- **Web Search and Data Mining (WSDM)**
Melbourne, February 11 – 15, 2019
<http://www.wsdm-conference.org/2019/>
- **TicTec 2019**
Paris, March 19 – 20, 2019
<https://tictec.mysociety.org/>
- **ECIR 2019: European Conference on Information Retrieval**
Cologne, 14 – 18 April 2019
<http://ecir2019.org/>
- **ACM SIGCHI Conference of Human Factors in Computing Systems (CHI)**
Glasgow, May 4 – 9, 2019
<https://chi2019.acm.org/>
- **The International World Wide Web Conference (WWW)**
San Francisco, May 13 – 17, 2019
<https://www2019.thewebconf.org/>

- **ACM Web Science Conference (WebSci)**
Boston, June 30 – July 3, 2019
<https://websci19.webscience.org/>
- **International Conference of Weblogs and Social Media (ICWSM)**
Munich, June 2019 – dates have not been confirmed yet
<https://www.icwsm.org/2019/index.php>
- **MisinfoCon**
2019 dates have not been confirmed yet
<https://misinfocon.com/>
- **Global Fact Checking Summit**
2019 dates have not been confirmed yet
- **International Conference on Information Society (i-Society)**
2019 dates have not been confirmed yet
<http://www.i-society.eu/>
- **International Conference of Learning Sciences (ICLS)**
2019 dates have not been confirmed yet
<https://icls2018.com/>

