Deliverable 6.1

Project website and social media channels established

Project acronym:	PhotonMed
Project title:	Pilot Line for Photonics-Based Medical Devices
Grant Agreement number:	101139777-2
Funding Scheme:	Research Innovation Action (RIA)
Project start date / Duration:	01 September 2024 / 36 months
Call Topic:	HORIZON-KDT-JU-2023-2-RIA
Project web-site:	https://photonmed.eu/
Deliverable:	D6.1 – Project website and social media channels established
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1 Configuration item history log

Version control during creation of the document – will be removed in final version

Version	Date	Description
v0.1	29/11/2024	Base version of the deliverable created.
v1.0	16/12/2024	First full version of the deliverable created.

Table of Contents

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2 Executive Summary

This deliverable outlines the creation and establishment of the PhotonMed project's website and LinkedIn channel. As a critical part of Work Package 6 (WP6), the dissemination and exploitation work package, this report provides a detailed overview of the structure, features, and intended usage of the website located at https://photonmed.eu. The deliverable also discusses the integration of LinkedIn and future plans for its use to promote PhotonMed's objectives.

3 Introduction

The PhotonMed project aims to accelerate the uptake of photonics technologies in medical device applications by providing a collaborative ecosystem for researchers, industrial stakeholders, and end-users. Dissemination and communication are key aspects of the project, ensuring the visibility and impact of its activities and results.

The project website serves as the primary platform for public dissemination, offering an overview of the project, information about the consortium, and updates on progress and deliverables. LinkedIn is utilized as the primary social media platform to extend the project's outreach, targeting professionals and stakeholders in photonics and related industries.

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4 Websites and LinkedIn in Horizon Europe Projects

4.1 Role of Websites

In Horizon Europe projects, websites are critical as:

- Repositories for public deliverables, news, and project updates.
- The main communication hub for stakeholders and the public.
- A transparent medium for sharing funding information, compliance documents, and results.

4.2 Role of LinkedIn

LinkedIn serves as an indispensable tool in Horizon Europe projects by:

- Facilitating professional networking and collaboration.
- Enabling targeted dissemination of results to industry professionals, researchers, and policymakers.
- Providing a space for dialogue and feedback with the community.

These tools ensure compliance with Horizon Europe's dissemination requirements, maximizing the visibility and impact of funded projects. They also promote cross-sector collaboration and innovation, essential for achieving program goals.

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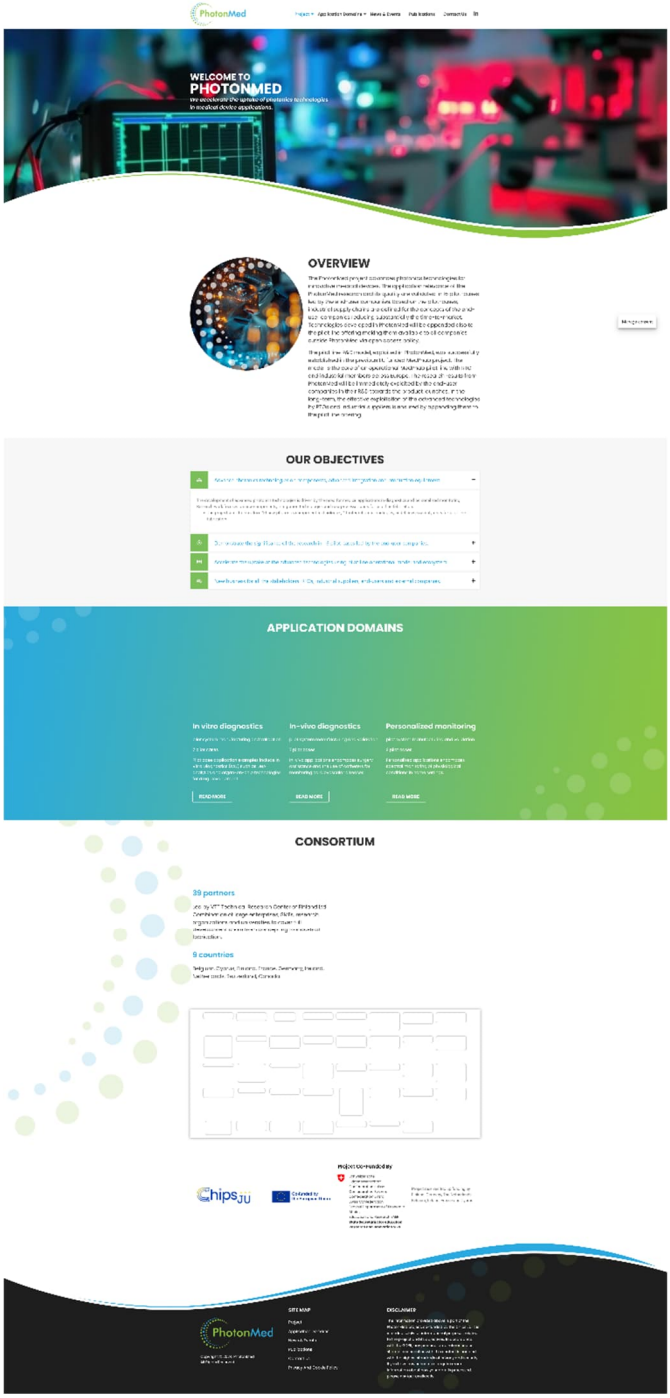
5 Website Overview

5.1 Project

This section provides detailed information about:

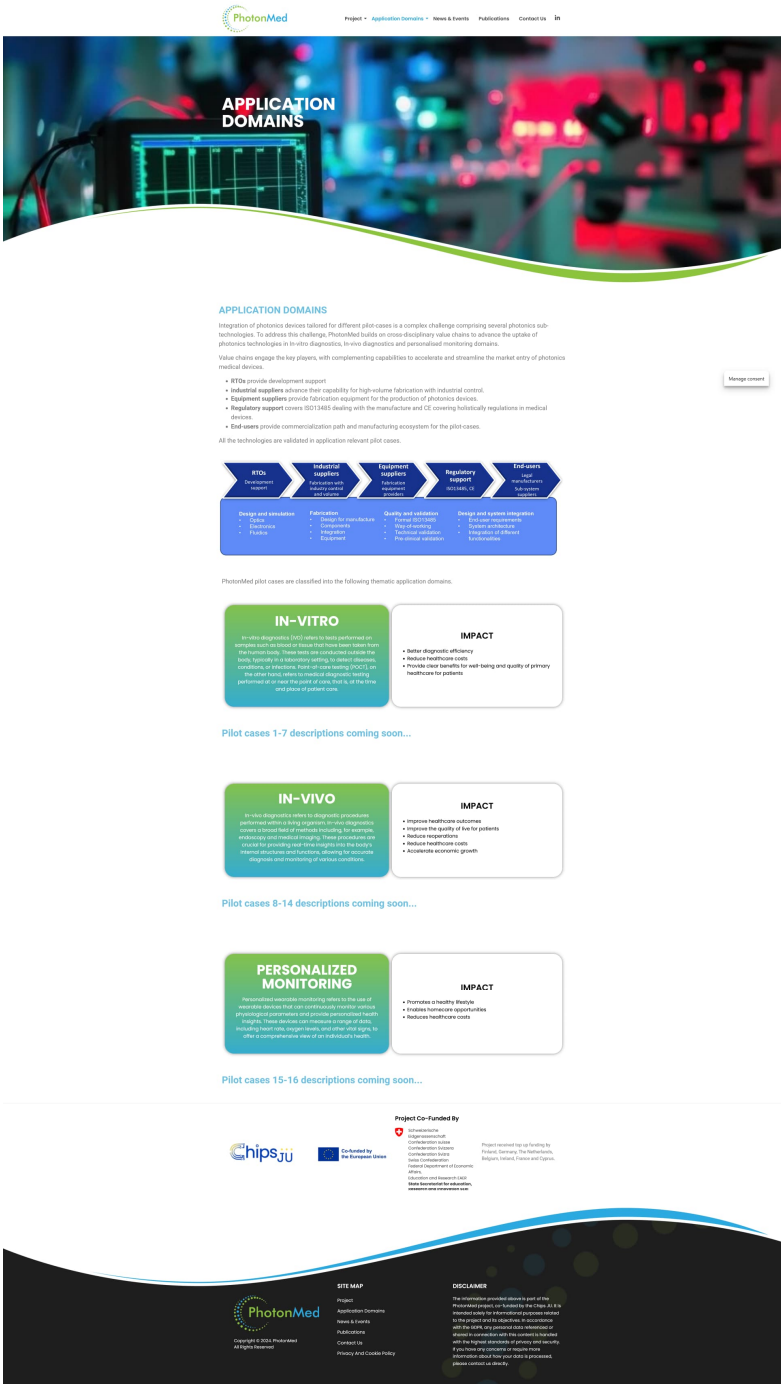
- The PhotonMed project's objectives, vision, and mission.
- Brief introduction of the Application Domains.
- Outlines the consortium.



5.2 2. Application Domains

The Application Domains section highlights the various technology areas where PhotonMed is making an impact. It includes:

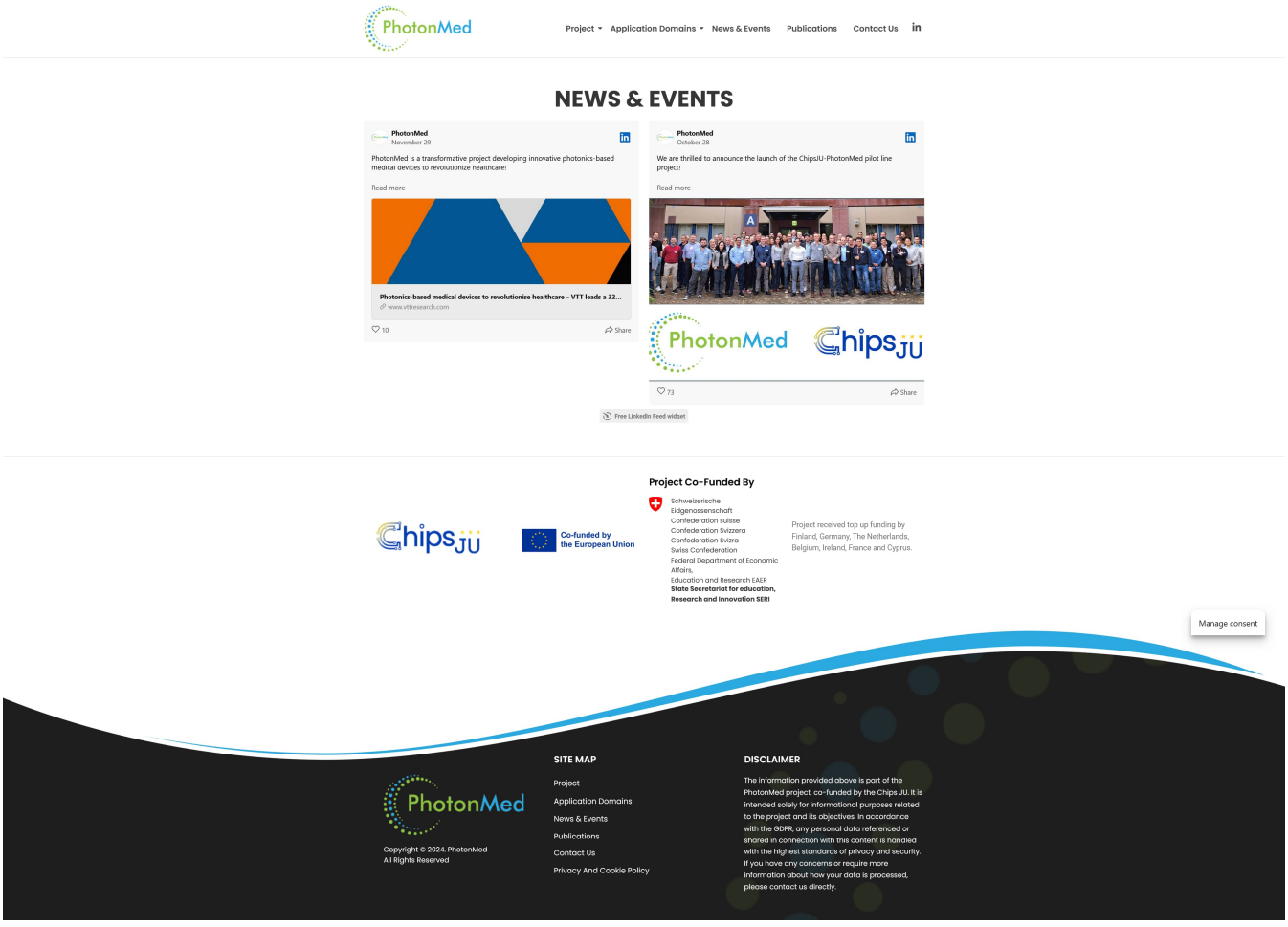
- Descriptions of photonics-based medical device applications.
- Specific pilot cases demonstrating the value of the project outcomes.
- Targeted sectors and industries benefiting from PhotonMed's innovations.



5.3 News & Events

The News & Events section is regularly updated with:

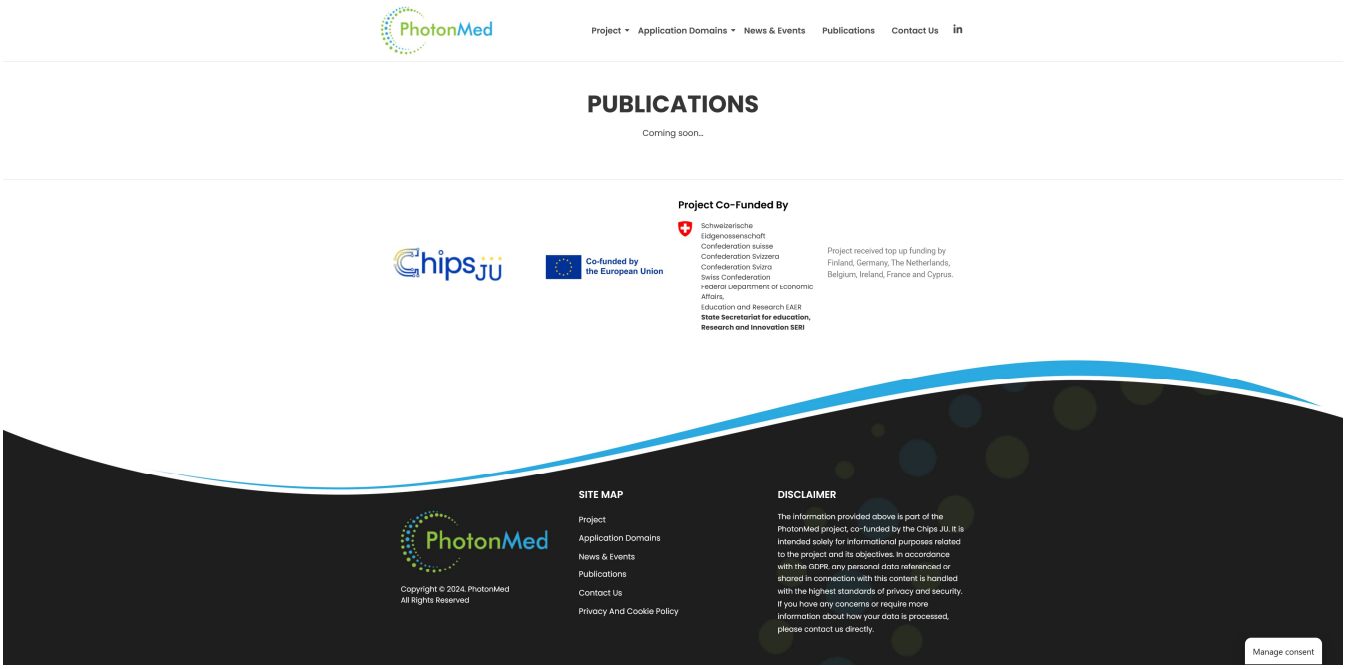
- Highlights of recent project activities and achievements.
- Announcements about upcoming events, conferences, and workshops.
- Reports on key meetings, including summaries and photos.



5.4 Publications

This section hosts:

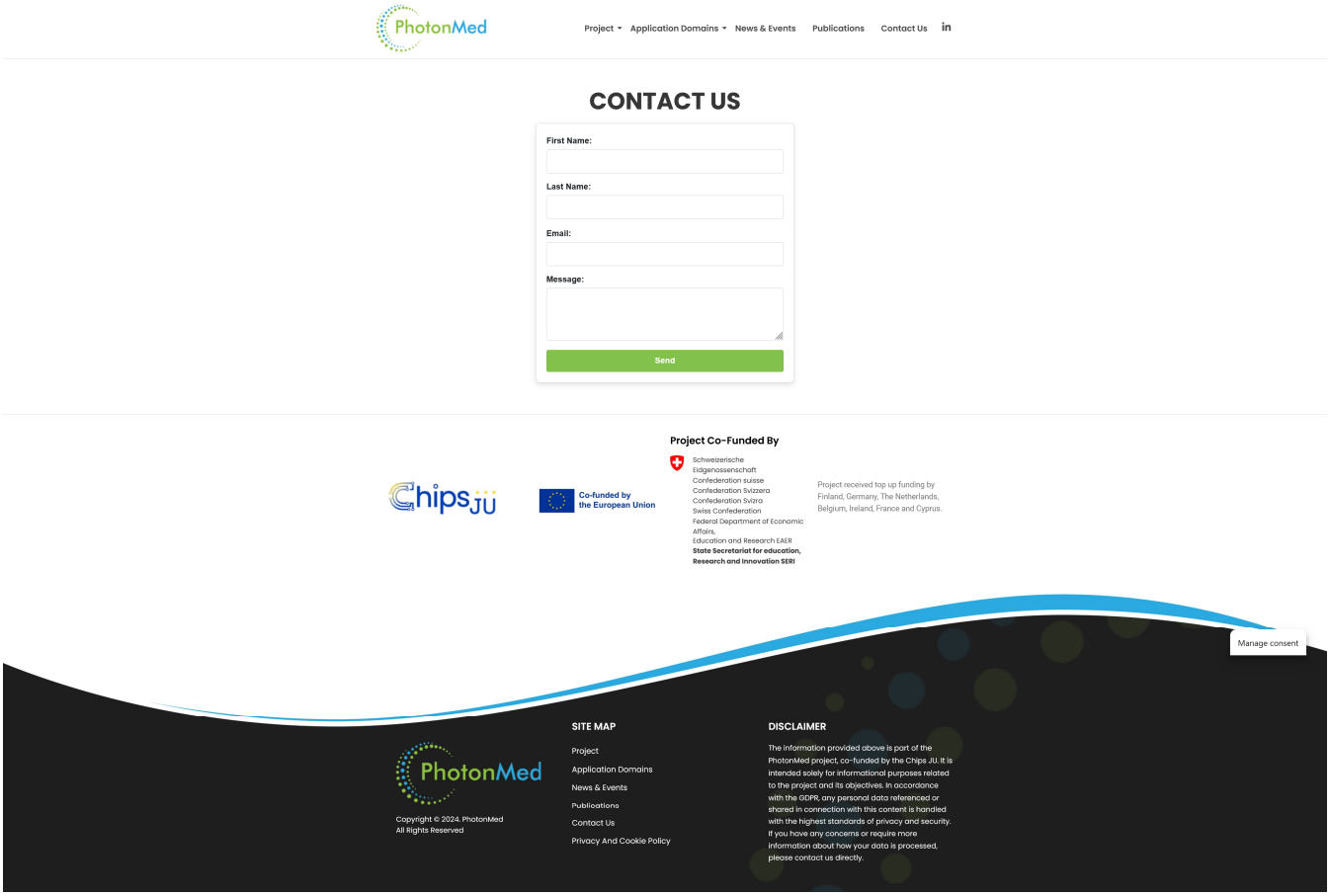
- Public deliverables and technical reports produced during the project.
- Academic publications, white papers, and other research outputs.
- Infographics and materials created for dissemination purposes.



5.5 Contact Us

The Contact Us page provides visitors with:

- A contact form for inquiries.
- Links to the PhotonMed project's official email and contact details.
- Access to the LinkedIn page for professional engagement.



6 Social Media Integration

PhotonMed utilizes LinkedIn as the sole social media platform. This strategic choice aligns with the project's goal of targeting professionals, industry stakeholders, and academic researchers. LinkedIn offers a professional network ideal for sharing updates, engaging with relevant communities, and promoting the project's advancements to an audience directly involved in photonics and medical device industries.

6.1 Rationale for LinkedIn Focus:

- LinkedIn provides a direct channel to the professional audience most relevant to PhotonMed's objectives.
- It facilitates dissemination of technical results, project milestones, and calls for collaboration in an industry-focused environment.
- Its analytics and targeted outreach tools enable effective monitoring and engagement.

6.2 LinkedIn Strategies and Best Practices

To maximize its impact, the project adopts the following LinkedIn strategies:

- Regular posts featuring project updates, deliverables, and milestones.
- Engagement with key stakeholders by tagging partners and utilizing relevant hashtags.
- Sharing professional opportunities, such as project calls or job postings, to attract additional collaborations.
- Using LinkedIn analytics to measure engagement and refine content.

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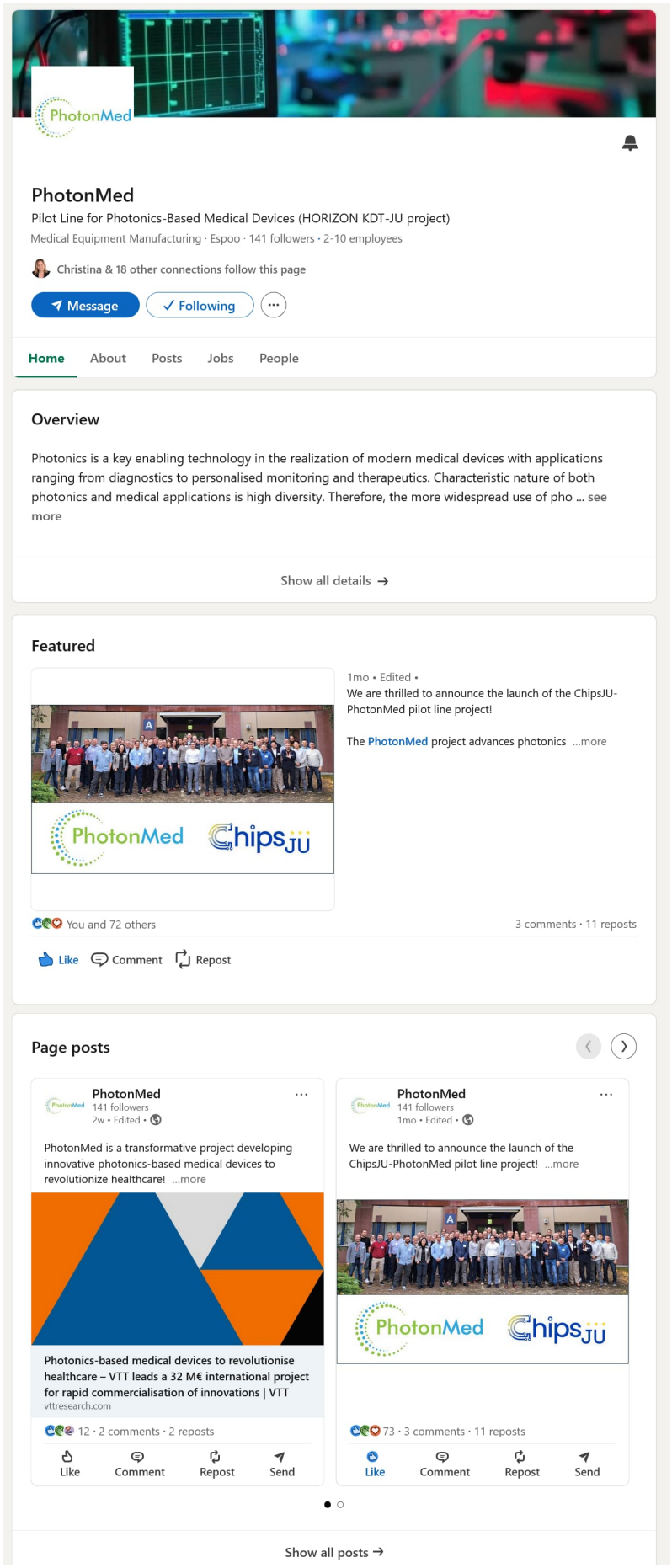

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7 Maintenance and Updates

The website and LinkedIn page will be maintained throughout the project's duration and for three years after its conclusion. Maintenance responsibilities include:

- Regular updates to ensure content relevance.
- Technical checks to maintain website functionality.
- Monitoring and responding to engagement on LinkedIn.

Specific activities include:

- Quarterly reviews of website analytics to improve user experience.
- Bi-weekly LinkedIn posts to maintain visibility and engagement.
- Annual dissemination reports summarizing impact metrics.

VTT, as the project coordinator, will oversee these activities, with contributions from partners as outlined in WP6. Specific KPIs for communication and dissemination activities, including audience engagement and LinkedIn reach, will be monitored throughout the project lifecycle.

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8 Additional Dissemination Tools

While LinkedIn remains the primary focus, the project team will also explore:

- Developing newsletters for periodic updates to stakeholders.
- Using virtual webinars and workshops hosted on the website.
- Engaging in joint communication efforts with other Horizon Europe projects.

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9 Conclusion

The PhotonMed website and LinkedIn page are integral to the project's dissemination strategy, ensuring visibility and engagement with the target audience. With plans to expand functionality and content over time, these platforms will effectively support the project's goals and compliance with Horizon Europe dissemination standards.

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