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European Territorial Cooperation Programme Greece-Italy 2007-2013



**INTERSOCIAL: Unleashing the Power of Social
Networks for Regional SMEs**

Deliverables D2.2.1-D2.2.2: Project Web Presence

**Action 2.2: Portal Development and Maintenance
WP2: Information and Publicity**

Priority Axis 1: Strengthening competitiveness and innovation
Specific Objective 1.2: Promoting cross-border advanced new technologies

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Project Web Presence
Deliverable D2.2.1-2 Action 2.2

Workpackage WP2: Information and Publicity

Responsible Partner:	UNIBA (P2), UOI (LP)		
Participating Partner(s):			
SAT:	Project Management Team		
WP / TaskNo.:	WP2	Number of pages:	7
Issuedate:	2013/12/31	Dissemination level:	Internal, JTS, MA

Purpose: Show how the Intersocial project is visible on the Web

Results: Project web site created and connected to the largest social networking site available to increase visibility and presence on the Web. Web site continuously updated.

Conclusion: Web site available at <http://www.inter-social.eu>

Approved by the project coordinator: Yes

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Document history

When	Who	Comments
2011/12/14	Fabio Calefato	Initial version
2011/12/15	Filippo Lanubile	Minor corrections
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1. Introduction

This report illustrates how the project is visible on the Internet thanks to the project web site, available at <http://www.inter-social.eu>, as well as the accounts, profile and pages opened on the largest social networking sites available today.

2. Project Presence on Social Networks

To promote our project, we created accounts or opened public profile on the largest and most used social networks. In particular, we created:

- A **Facebook page**, reachable at <http://www.facebook.com/pages/Intersocial/203168783099892>.
- A **Twitter** account, reachable at https://twitter.com/intersocial_prj.
- A **LinkedIn** profile, reachable at <http://www.linkedin.com/pub/intersocial-project-admin/44/3b6/221> and an invite-only, closed discussion group for project partners internal communication. Please note that the LinkedIn account is connected to that of Twitter, so that Twitter updates are also posted on LinkedIn profile page.
- A **Flickr** account, reachable at <http://www.flickr.com/photos/intersocial> for posting all the pictures taken during project-related events.
- A **Google+** profile, reachable at <https://plus.google.com/u/0/114598517610139624518/about>.

Please note that the Google+ profile is associated with the following Gmail address project.intersocial@gmail.com. Such address has been used to register on all the previously listed services. Finally, we also note that all the previous service are connected to the project web site, described in the next section, so that any time a post or a page is added to it, an automatic update is posted to the social networks site, linking to the original content. This way, we avoid to cross-post the same content multiple times. The only exception to this is Flickr. In this case, when pictures are posted on the Flickr site, they are displayed in a picture gallery on the project web site.

3. Project Web Site: AWordPressBlog

The Intersocial project web site is hosted at the following address <http://www.inter-social.eu>

In Figure 1 a screenshot of the home page, as of this writing

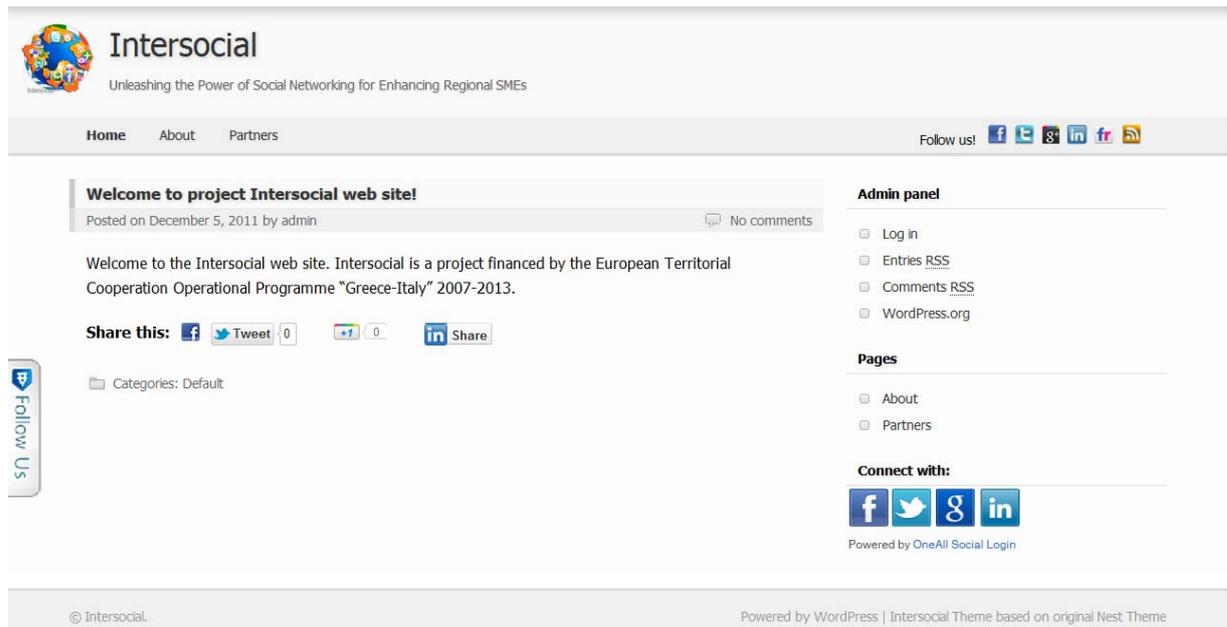


Figure 1. A screenshot of the Intersocial project web site

The web site is powered by the WordPressver. 3.3 blog platform. The web site has been structured as follows. On the right hand side, a fixed menu shows menu for authenticating registered users and navigate through the static pages. Static pages are meant to display fixed content that is not going to change during the course of the project. As of now, two static pages have been edited. The first, is the **About** page, which briefly list the name and nature of the project, along with information on funding. The second is the **Partners** page, which lists all the partners of the project. For each of them, a link to the partner web site is provided, along with the short presentation given by each partner during the Kick-Off meeting of the project. Static pages are also listed in the header menu of the site. Any other content, update or news about the project will be provided in form of a blog post, and will be listed in the center are of the page. Finally, a custom theme, named Intersocial Theme, has been developed ad hoc for the project. The them was built upon the Nest Theme, available at <http://www.ychong.com>.

The initial, basic installation has been later customized adding the following listed below. While part of such plugins has been installed in order to meet pure technical needs, others have been added because of the *socially-oriented* nature of the project.

- **Akismet**(<http://akismet.com>), a plugin that prevents spam comments to appear below blog posts.
- **WP Super Cache** (<http://ocaoimh.ie/wp-super-cache>), a plugin that speeds up the web site through page caching.
- **Jetpack** (<http://wordpress.org/extend/plugins/jetpack>), a plugin that offers several services, most notably (a) statistics about site visitors, (b) spelling and grammar checks on any content added to the site, (c) automatic and instant sharing of any authored content with search engines for increasing reach and traffic, (d) “I Like”-buttons to offer to visitors the opportunity of sharing any content on the largest social networks, namely Facebook, Twitter, Google+ and LinkedIn.

- **WP to Twitter** (<http://www.joedolson.com/articles/wp-to-twitter>), a plugin that automatically updates Twitter account with a tweet (update) that links back to the original content added to WordPress.
- **Facebook Page Publish** (<http://wordpress.org/extend/plugins/facebook-page-publish>), a plugin that automatically updates the Facebook page with a post that links back to the original content added to WordPress.
- **Follow Me** (<http://www.ignitesocialmedia.com/tools/follow-me>), a plugin that allows visitor to get in touch with the project and “follow” its updates through any of the channels presented in the previous section (i.e., Facebook, Twitter, Google+, LinkedIn, and Flickr) plus the RSS feed (see Figure). In particular, the plugin adds a floating label next to any post in the site. By clicking on it, the visitor is presented with the list of services and then the subscription to any of them is just one click away.

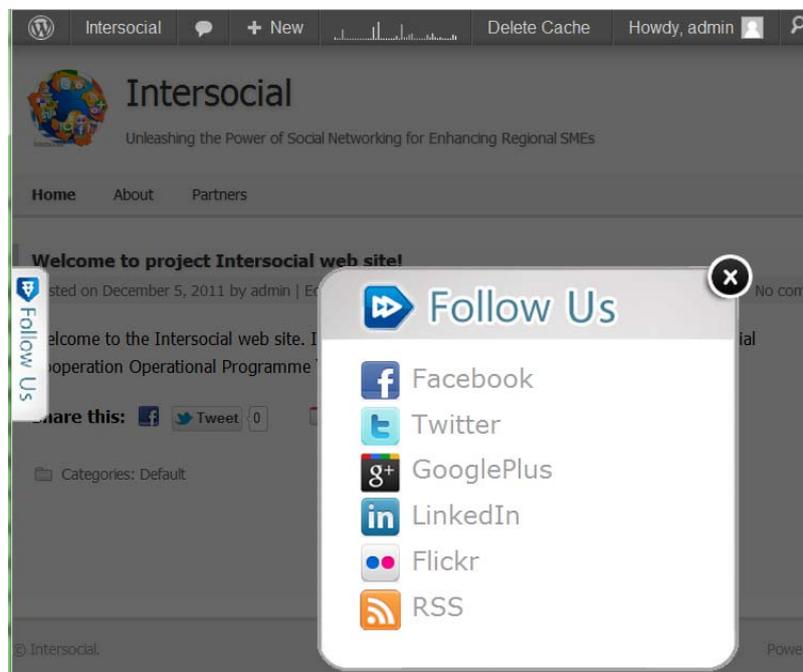


Figure 2. The Follow Me plugin

- **Social Login** (<http://www.onecall.com>), a plugin that allows anyone to register with the website without creating an account on the Intersocial. Instead, visitor can use their existing accounts on the following site: Facebook, Twitter, Google, LinkedIn (see Figure).

Welcome to project Intersocial web site!
 Posted on December 5, 2011 by admin No comments [Leave a comment](#)

Welcome to the Intersocial web site. Intersocial is a project financed by the European Territorial Cooperation Operational Programme "Greece-Italy" 2007-2013.

Share this: [f](#) [Tweet](#) 0 [+](#) 0 [in](#) [Share](#)

Categories: Default

Leave a Reply

Connect with:
[f](#) [t](#) [g](#) [in](#)

Powered by OneAll Social Login

Name *

Email*

Website

Notify me of follow-up comments by email.
 Notify me of new posts by email.

Figure 3. The Social Login plugin

- **Backup Scheduler** (<http://wordpress.org/extend/plugins/backup-scheduler>), a plugin that automatically backups all the site and any added content (e.g., images, files, media). The backup are scheduled to be executed on a daily basis. Backups are stored locally on the server and kept for 30 days. Any backup is also emailed to the web site administrator.

4. Site maintenance and update

An eu domain was established for the project website according to dissemination rules for EU funded projects: <http://www.inter-social.eu>.

The website was continuously updated with publications, deliverables, events, photos, press and other content.

5. Conclusion

In this deliverable, we illustrated how the project is visible on the web. We remind that the web site is available at: <http://www.inter-social.eu>