

# HACID - Deliverable

## Project website and social media channels

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<sup>1</sup> The following codes are admitted:

- R: Document, report (excluding the periodic and final reports)
- DEM: Demonstrator, pilot, prototype, plan designs
- DEC: Websites, patents filing, press & media actions, videos, etc.
- DATA: Data sets, microdata, etc.
- DMP: Data management plan
- ETHICS: Deliverables related to ethics issues.
- SECURITY: Deliverables related to security issues
- OTHER: Software, technical diagram, algorithms, models, etc.

<sup>2</sup> The following codes are admitted:

- PU – Public, fully open, e.g. web (Deliverables flagged as public will be automatically published in CORDIS project's page)
- SEN – Sensitive, limited under the conditions of the Grant Agreement
- Classified R-UE/EU-R – EU RESTRICTED under the Commission Decision No2015/444
- Classified C-UE/EU-C – EU CONFIDENTIAL under the Commission Decision No2015/444
- Classified S-UE/EU-S – EU SECRET under the Commission Decision No2015/444

# Document History

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| 0.1            | 29.09.2022  | Creation                                 | Vito Trianni  | ISTC-CNR       |
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| 1.0            | 30.09.2022  | Final version                            | Vito Trianni  | ISTC-CNR       |

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# Introduction

In this report, we describe the choices that led to the creation of the main communication channels. We first describe the project website and then discuss the choice made about social media channels.

## Project website

We see the website as a cornerstone for all outreach activities towards external stakeholders. It provides up-to-date information about the project concept, objectives and achieved results, and is progressively enriched by features for enhancing the interaction with the stakeholders, from newsletter to video and media features.

The domain name chosen for the website is [www.hacid-project.eu](http://www.hacid-project.eu), and the figure below shows the current landing page that has been developed to provide initial information.



[HOME](#) [ABOUT](#) [OBJECTIVES](#) [CONSORTIUM](#)

## Hybrid Human Artificial Collective Intelligence in Open-Ended Domains

[FIND OUT MORE](#)

## Social Media Channels

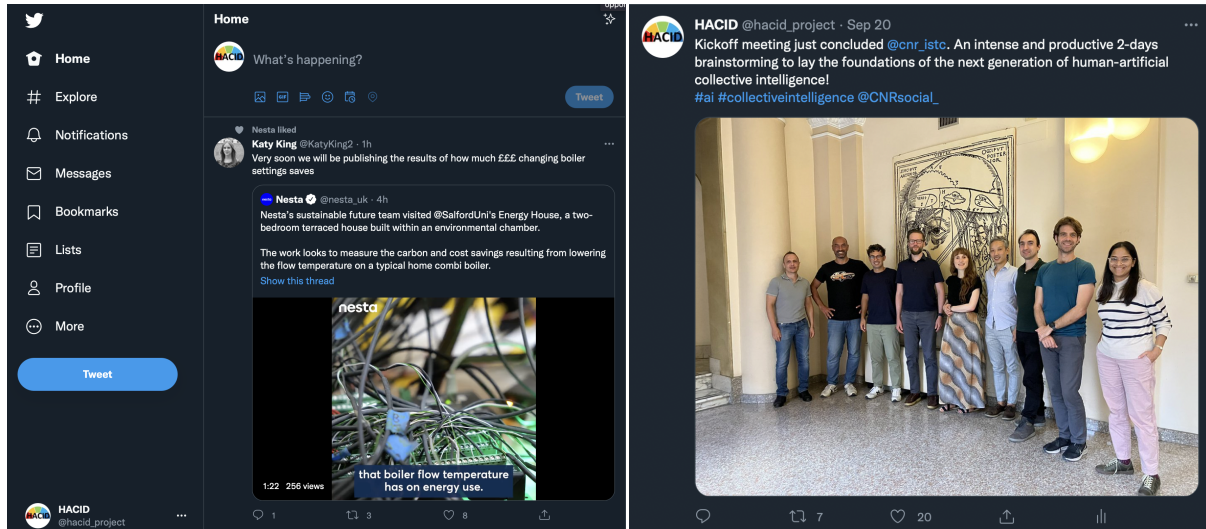
Different social media channels have been considered in order to facilitate a low-threshold, dialogue-oriented communication with stakeholders and the larger public. Among the identified social media channels, we considered Twitter, LinkedIn and Facebook for general-purpose, text-based communication, and YouTube for publishing videos related to the project.

### Twitter

The academic community has endorsed Twitter as one of the main social media channels, thanks to the fast and direct communication to a very large user base. Twitter can be exploited both for networking and as a news aggregator, highlighting novel developments in any specific domain. The HACID strategy will be to use Twitter to raise awareness about the

project's goals, give resonance to the partners and communicate results achieved within the research and innovation activities. A minimum of one tweet per week will be targeted, to maintain a continuous presence and consolidate the followers base.

The Twitter handle chosen for the HACID project is @hacid\_project (see also the related webpage: [https://twitter.com/hacid\\_project](https://twitter.com/hacid_project) as shown in the Figure below).

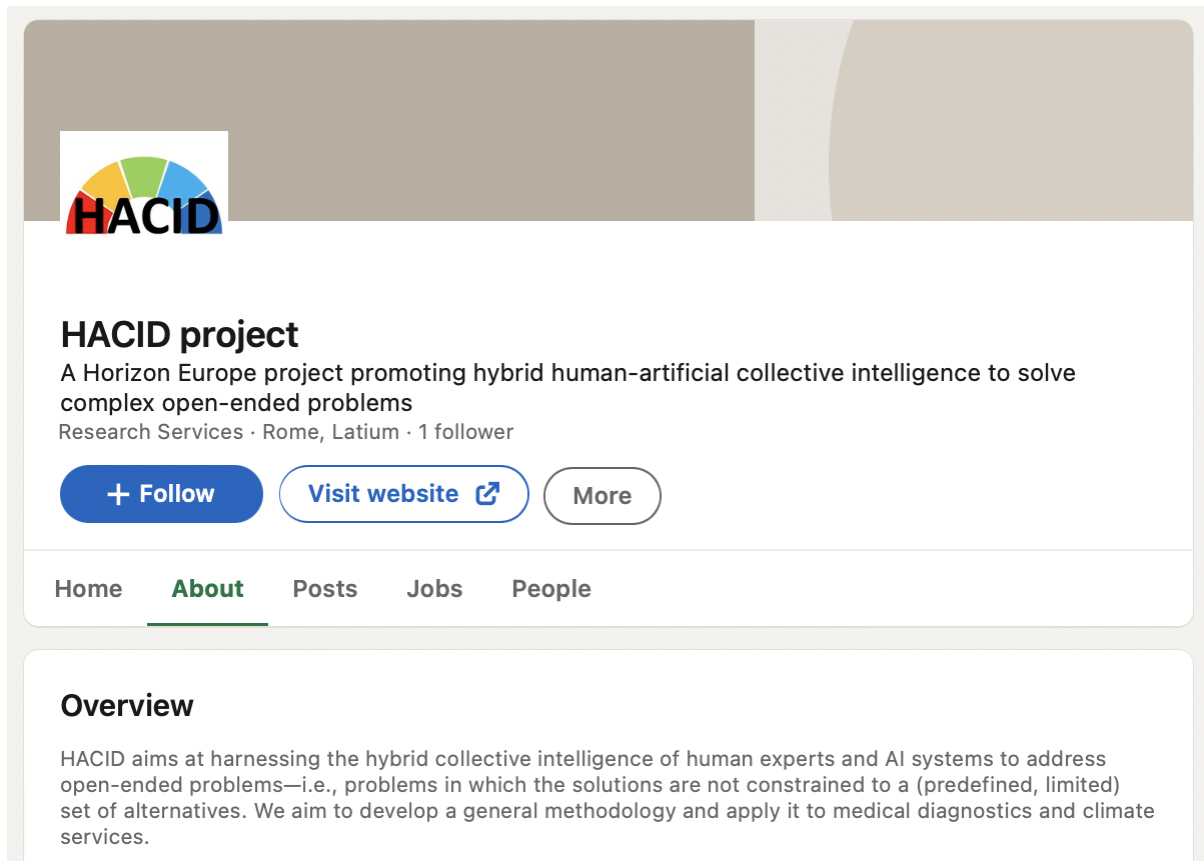


## LinkedIn

Being focused on companies and jobs, LinkedIn offers a different experience for social media communication. The frequency of posting can be smaller, more focused on a professional community that wants to receive up-to-date news about the results achieved. Also, LinkedIn can be very useful to advertise open positions and opportunities for collaboration. The website associated with the LinkedIn profile can be found at the following address: <https://www.linkedin.com/company/hacid-project/> (see also the figure below).

## Facebook

Facebook enables low-threshold communication as well as direct interactions with a close community. After internal discussion during the first General Assembly, however, it has been decided to avoid opening a Facebook profile, as the effort required to ensure its viability as a successful communication channel is deemed too high for the current resources of the consortium. Additionally, the added value with respect to other social media has been considered marginal at this stage of the project development. We will reconsider opening a facebook profile once enough material will be available to produce a constant stream of engaging content.



The screenshot shows the LinkedIn profile of the HACID project. At the top is a banner image. Below it is the profile picture, which is the HACID logo: a semi-circle divided into five colored segments (red, orange, green, blue, purple) with the word 'HACID' in bold black letters below it. The profile name is 'HACID project'. The description reads: 'A Horizon Europe project promoting hybrid human-artificial collective intelligence to solve complex open-ended problems'. Below this, it says 'Research Services · Rome, Latium · 1 follower'. There are three buttons: '+ Follow' (blue), 'Visit website' (blue with an external link icon), and 'More' (grey). Below the buttons is a navigation bar with links: 'Home', 'About' (highlighted with a green underline), 'Posts', 'Jobs', and 'People'. The 'Overview' section is visible, with the text: 'HACID aims at harnessing the hybrid collective intelligence of human experts and AI systems to address open-ended problems—i.e., problems in which the solutions are not constrained to a (predefined, limited) set of alternatives. We aim to develop a general methodology and apply it to medical diagnostics and climate services.'

## YouTube

A YouTube channel has been created, where the project videos will be published as soon as they are produced. We plan to produce videos about the concept and results of the project, as well as interviews of the project partners where they will describe their involvement in the project. The YouTube channel of the HACID project can be reached at the following address: [https://www.youtube.com/channel/UCx1QF7gAbnzj\\_VSGY5NpE5w](https://www.youtube.com/channel/UCx1QF7gAbnzj_VSGY5NpE5w).

## Conclusions

This report has briefly presented the main communication channels that will be used within the HACID project. These channels are the main instruments to implement the dissemination and communication strategy that is presented in Deliverable *D8.2 Dissemination and Communication Plan*.