

EMOTIVE

D2.1 – EMOTIVE website and social media profiles

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1 Executive Summary

This document describes the work done on the Emotive website and social media profiles associated with the project. The site will go live on 31st January 2017. Twitter and Facebook accounts were set up during the kick-off meeting in November.

Noho submitted a logo design to be approved in early December.

On approval, this was followed by a wireframe for the website on 12th December.

Designs for the website were submitted in early January.

Development work then began on the website. We submitted a version for review on 19th January and following feedback from the partners, we implemented extensive feedback.

The website URL is <http://emotiveproject.eu/>.

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2 EMOTIVE website and social media profiles

2.1 Website

The website is designed to be simple and accessible and to function on all devices: phones, tablets and desktops. It contains the following sections:

1. HOME: contains a brief summary of the project (50-75 words), a 'Latest News' feed showing the last three posts, a project video
2. ABOUT: provides an extended description of project aims, objectives, participants, etc.
3. PARTNERS: provides a list of all partners with brief description, location and link for each one
4. PUBLICATIONS*: provides a short description of the publication activity of the project and links to six sub-pages: Scientific Papers, General Publications, Presentations - Exhibitions, Press Coverage, Photo Gallery, Video Gallery. (for reference we are using this page: <http://www.chessexperience.eu/publications-and-media.html>)
5. NEWS*: provides project news from all partners
6. FOOTER (all pages): EU funding credit, social media links, mailto Contact button and newsletter subscription button

*Sections that are updateable by project partners

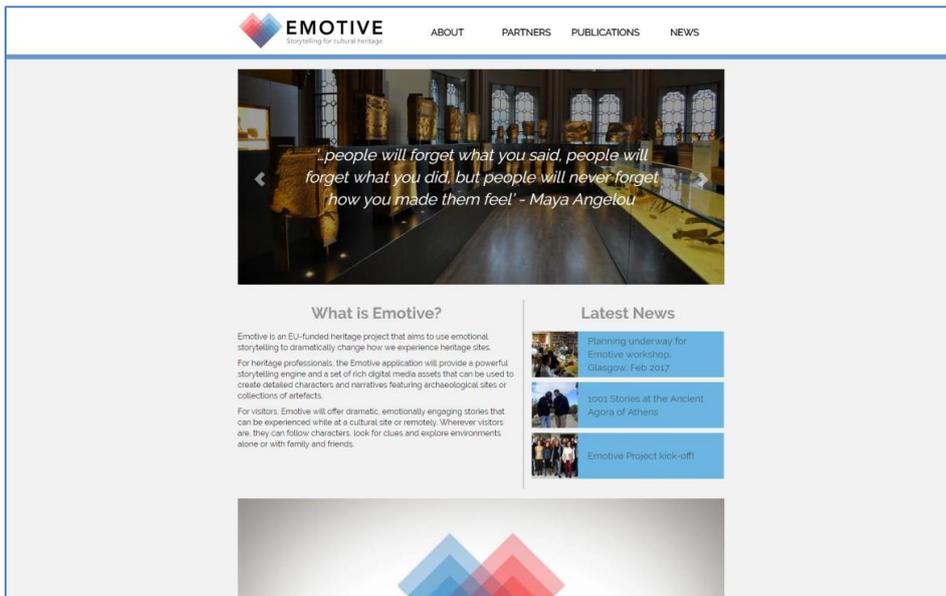
Partner contributions

It will be necessary for all partners to write short News pieces over the course of the project. We would suggest approx. every two weeks. If borne equally among the seven partners, that equates to approximately three (short) items per year from each partner. With significant notice, this should be possible for everyone.

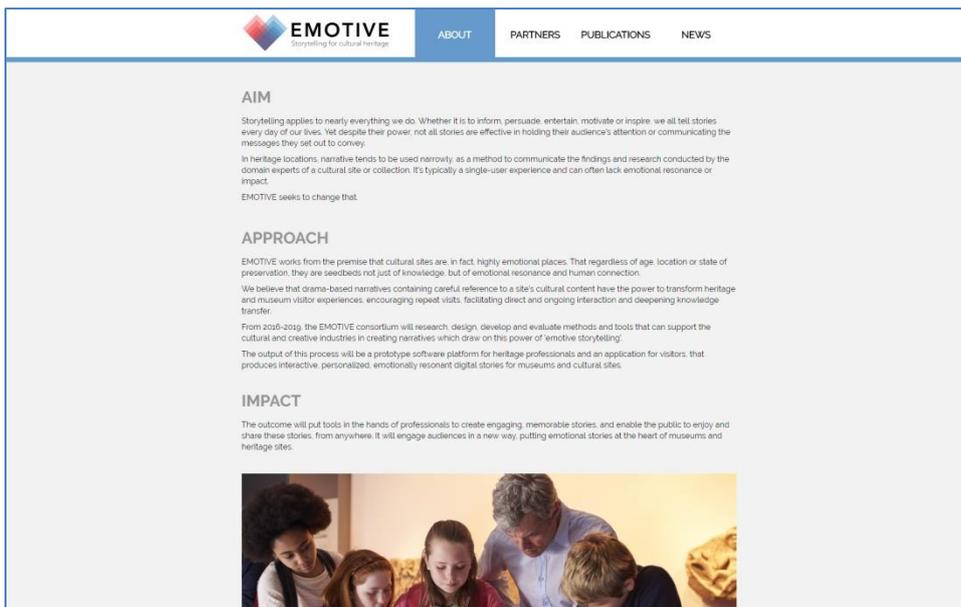
We would suggest that news posts be approx 150-300 words long. They should always be accompanied by at least one image. Some possibilities include:

- Highlighting a relevant conference/event
- Describing an event you hosted/attended
- Describing a technical process you undertook, or the wider context / goal behind it
- Reflecting on a goal of the project, or its wider purpose, e.g. the power of emotional storytelling
- Highlighting a relevant article, exhibition, etc. that aligns with our project goals (this could also include movies, books, etc.)

The website is <http://emotiveproject.eu/>



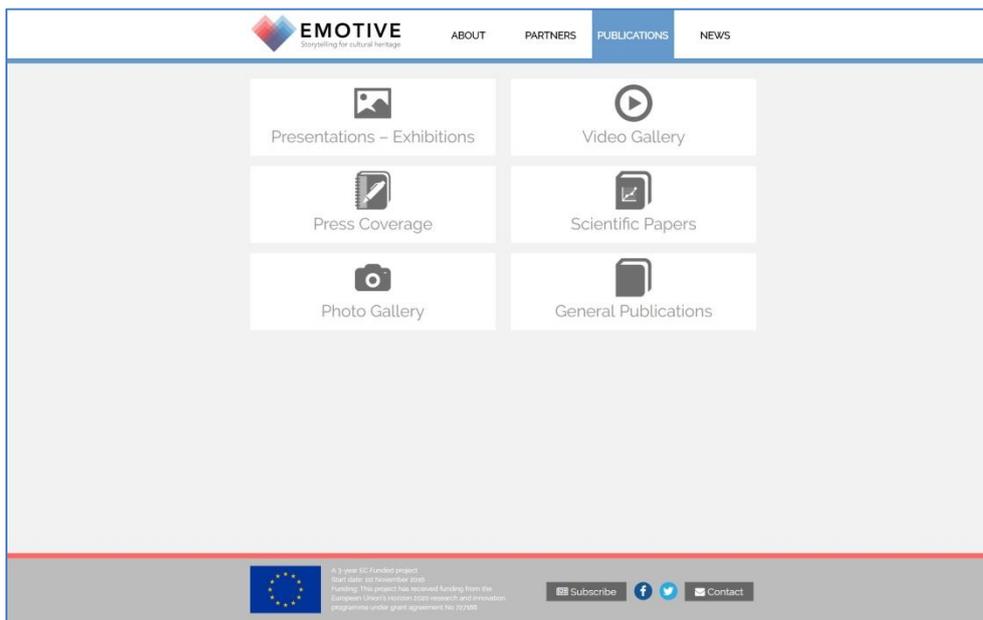
Home page



About page



Partners' page



Publications page



EMOTIVE
Enriching our Cultural Heritage

[ABOUT](#)
[PARTNERS](#)
[PUBLICATIONS](#)
[NEWS](#)



user design, gaming, curation, digital engagement and interpretation will participate in the two-day session which will include hands-on... Continue reading "Planning underway for Emotive workshop, Glasgow, Feb 2027"

November 26, 2016

Emotive Project kick-off!

After months of planning, we are very excited to kick off the EMOTIVE project in Athens! On November 26th, members from all eight partner institutions and companies gathered at the offices of the Athens Research Institute to meet, greet and plan the work ahead. Over the next three years, the team will research, design, develop... Continue reading "Emotive Project kick-off"

1001 Stories at the Ancient Agora of Athens

December 26, 2016

The first iteration of the first EMOTIVE stories was released and tested in December at the archaeological site of the Ancient Agora in Athens, Greece. The stories, composed by archaeologist-storyteller Katerina Seari and Francesco Ripanti, aim at involving the visitors of the Ancient Agora in an emotional travel to the past. Well known archaeological... Continue reading "1001 Stories at the Ancient Agora of Athens"

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A 3-year EC Funded project started on 1st November 2016. Funding: This project has received funding from the European Union Horizon 2016 Research and Innovation programme under grant agreement No 707956

Subscribe    Contact

News page

2.2 Social media

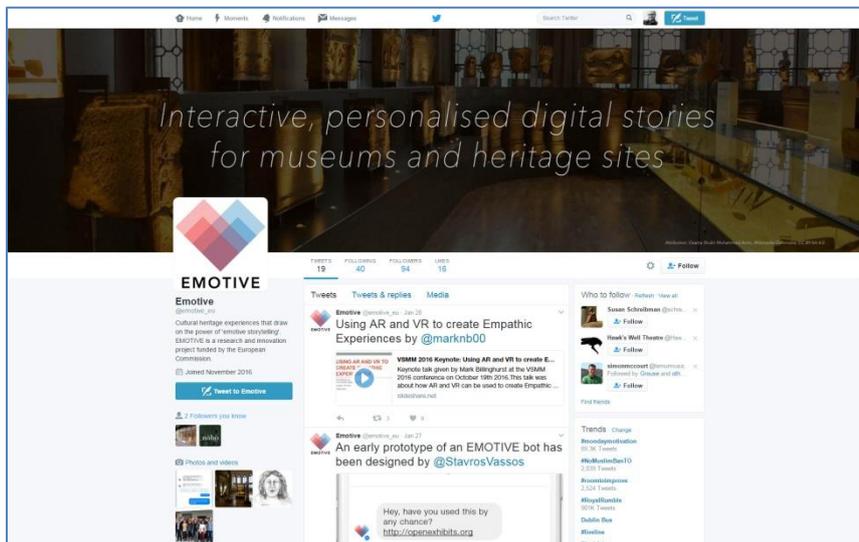
TWITTER

The Twitter account for the project is [@emotive_eu](https://twitter.com/emotive_eu).

Twitter is an important tool for disseminating project information and raising the profile of Emotive. It is best used for engaging and conversing (rather than simply for retweeting). Many of the participants on the project are prolific tweeters and they will retweet and expand on any tweets that come from the project account.

The Twitter account has been active since the kick-off meeting and will become very active in the coming months as project activities become more frequent.

As coordinators of the Dissemination, Communication and Exploitation Planning WP, Noho will work with EXUS to maintain the account. We would however suggest that these duties are shared between partners, with a different group acting as primary host each month.



Emotive Twitter page

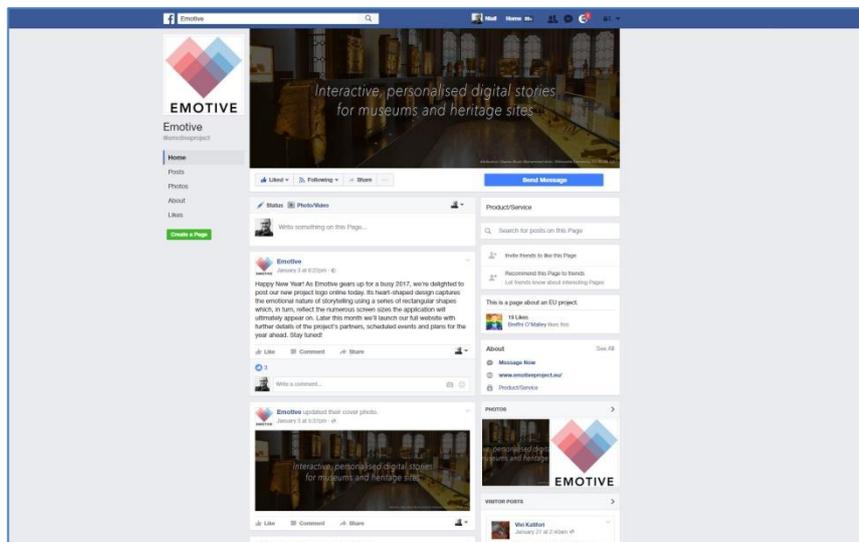
FACEBOOK

Emotive is on Facebook. The project page is <https://www.facebook.com/emotiveproject/>.

The page is currently online and will become active over the next few months as we promote our activities. Our goal for this platform is to build a network and increase name recognition and reputation.

The content on this platform will include the following:

- sharing News entries that are posted on EMOTIVE News
- posting images of meetings in progress or even short videos of project work
- highlighting and sharing relevant content from other pages/users, augmented with an 'Emotive' comment



Emotive Facebook page