



Context-Aware Cloud Topology
Optimisation and Simulation

Project Website

Project Deliverable D2.1

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Dissemination Level

X	PU	Public
	PP	Restricted to other programme participants (including the Commission Services)
	RE	Restricted to a group specified by the consortium (including the Commission Services)
	CO	Confidential, only for members of the consortium (including the Commission Services)

Version History

Version	Date	Change	Author
0.1	11/12/2013	Creation of document	Al Innes (FLEX)
0.2	16/12/2013	Update with imagery for website and social media channels and inclusion of initial site visibility information	Al Innes (FLEX)
0.3	20/12/2013	Update of dissemination level table, amendments to text, resizing of images, updates in line with reviewers comments	Al Innes (FLEX)
1.0	20/12/2013	Final release	Al Innes (FLEX)

EXECUTIVE SUMMARY

This document details the CACTOS project website. The dedicated project website hosts information about the project, such as general project data, relevant news & events and downloadable information to show project activities and achievement. This document details the structure of the CACTOS website, the function of the site as a key dissemination tool and a visual presentation of each of the website pages. The website is considered a living deliverable and will be constantly updated throughout the life of the project.



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ABBREVIATIONS

Abbreviation	Description
CACTOS	Context-Aware Cloud Topology Optimisation and Simulation
Blog	Web Log
Telcos	Teleconferences



I. INTRODUCTION

This document will outline the structure and purpose of the CACTOS website. The CACTOS website will play a key role for the project as the hub of all dissemination activity. This document will explain the function of the CACTOS website and explore each area of it, including a visual presentation of the site.

1. CACTOS WEBSITE OVERVIEW

This section contains an overview of the CACTOS website.

a) CACTOS WEBSITE PAGES

The CACTOS website contains several distinct sections, broken down into pages.

- CACTOS HOMEPAGE
 - Contains a high-level overview of the CACTOS project, a portal to the project wiki and hyper-linked logos of the EU, FP7 and each of the consortium partners.
- CACTOS ABOUT PAGE
 - Contains detailed information about the CACTOS project.
 - Contains graphics explaining the function of the key CACTOS framework results, ie CactoSim, CactoScale, CactoOpt.
 - Contains a summary of the CACTOS vision.
- CACTOS PARTNERS PAGE
 - Contains information and logos for each of the consortium partners.
- CACTOS DOWNLOADS PAGE
 - Contains project public deliverables, press releases, audio-visual content and publications (ie project factsheet). At a later date this area will also include the CACTOS project tools.
- CACTOS NEWS PAGE
 - Contains news items pertaining to project milestones and results.
- CACTOS BLOG PAGE
 - Contains project-relevant blogs from partners.
- CACTOS CONTACT PAGE
 - Contains links to all CACTOS social media platforms, information about the project coordinator and a form for contacting the CACTOS project with any enquiries.
 - Currently the CACTOS website is centrally managed by FLEXIANT as WP2 leader, the role of partners in managing content on the website will be further clarified in the Dissemination Plan due in the D2.2 (M6).

2. CACTOS SOCIAL MEDIA CHANNELS

This section contains an overview of the CACTOS social media channels.



a) CACTOS SOCIAL MEDIA CHANNELS

There are four CACTOS social media profiles, each with distinct roles to play in dissemination and similar roles in sharing project content.

- CACTOS TWITTER ACCOUNT
 - @CACTOSFP7 is the branded Twitter account for the CACTOS project. It can be found at www.twitter.com/cactosfp7 and will be used as a dissemination tool for reporting project progress, communicating with stakeholders (project partners, cloud experts, ICT professionals) and engaging with events.
- CACTOS LINKEDIN GROUP
 - Will be joined by all CACTOS partners.
 - Will be used to share information about the project.
 - Will be used to create network of interested organisations and individuals.
- CACTOS GOOGLE+ PAGE
 - Will be used to share project and partner content.
 - Will be used to increase SEO of CACTOS assets.
- CACTOS FACEBOOK PAGE
 - Will be used to share project info and share partner success.
 - Will be used to grow a network and look for reciprocal sharing of content with project partners.

3. CACTOS VISUAL PRESENTATION

This section contains a visual presentation of the CACTOS website and social media channels.

a) CACTOS WEBSITE PAGES

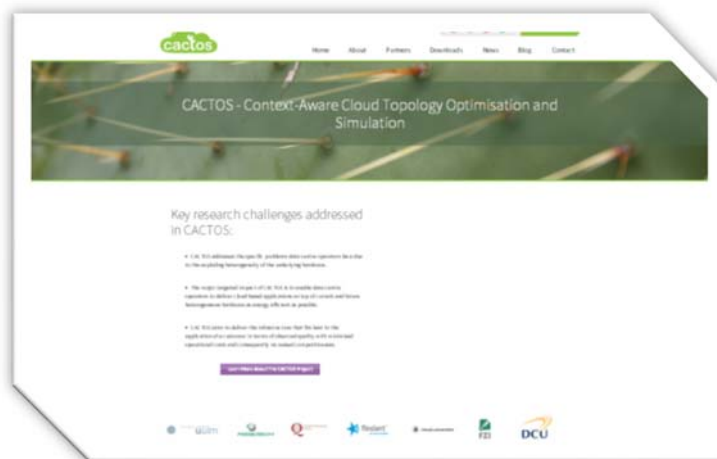


Figure 1: The CACTOS homepage

In Figure 1 you can find the CACTOS homepage. The partner logos across the bottom of the screen are hyperlinked to the partners’ websites. Across the top there is a branded banner featuring the CACTOS tagline of “Context-Aware Cloud Topology Optimisation and Simulation.”

In addition the top of the site contains a branded link to the project wiki, and buttons leading to all of the social media assets for the CACTOS project. The specific role of the wiki will be further clarified in deliverable D2.2 (M6).

There is room on the right-hand of the page to include a video asset as and when it becomes ready.

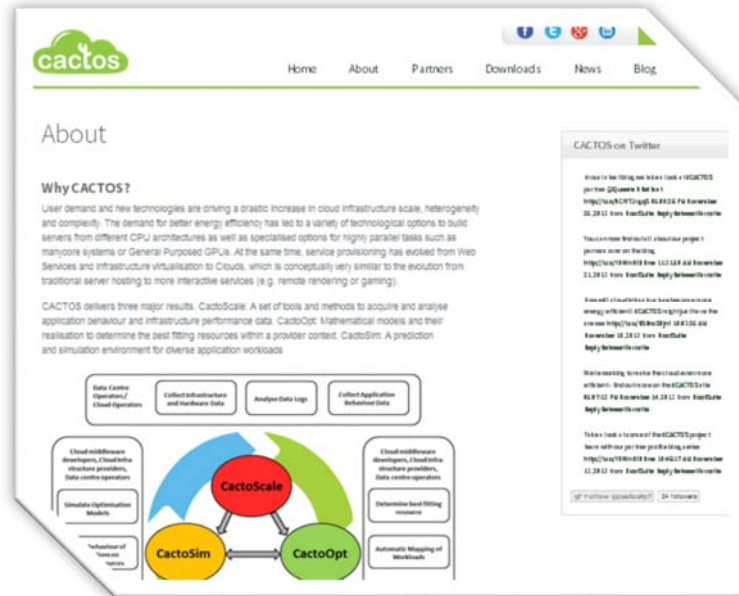


Figure 2: The CACTOS website about page

In Figure 1 you can find the CACTOS about page. It contains project information and a graphic explaining the mechanics of the project. There is also a Twitter plug-in on the right side of the page giving real-time project updates.

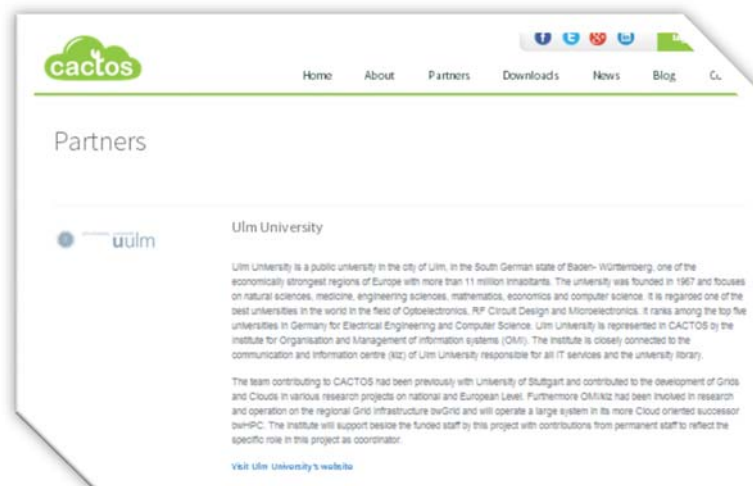


Figure 3: The CACTOS partners' page



In Figure 1 you can find the partners' page. The left-hand column contains the project partners' logos each of which is hyperlinked to their websites. On the right-hand side there is detailed information on each project partner.

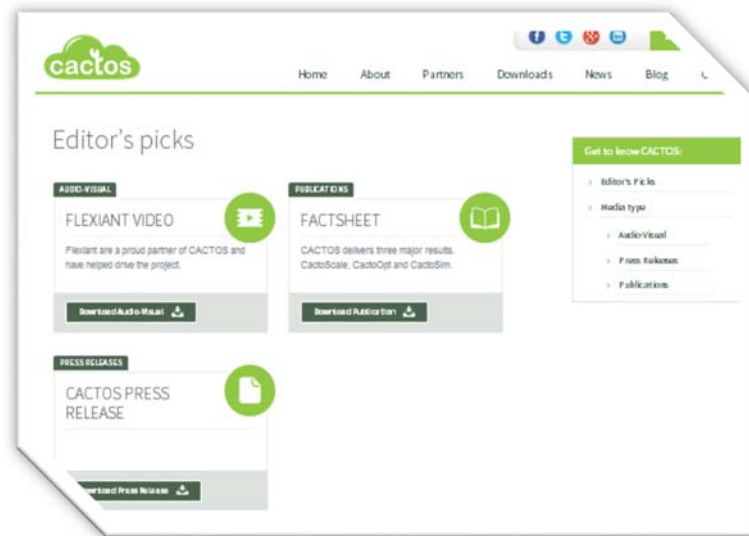


Figure 4: The CACTOS downloads page

In Figure 1 you can find the CACTOS downloads page. The CACTOS downloads page features individual assets forming a column down the center of the page and a navigation bar on the right-hand side. The CACTOS website is an ongoing deliverable that is subject to change as the project develops. As such the downloads page will be able to adapt if more extensive download material became available. Reviews of the website function will form a key part of WP2 partner collaboration and regular reporting and feedback.

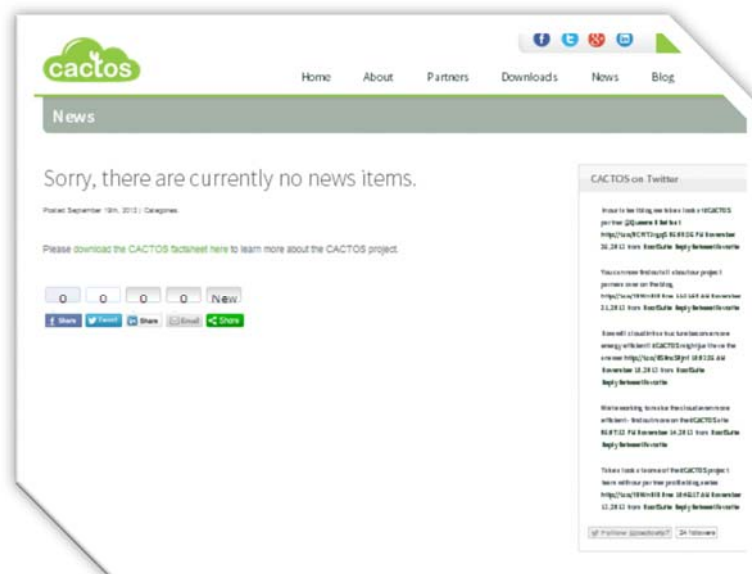


Figure 5: The CACTOS news page

In Figure 1 you can see the CACTOS news page which will contain items of importance, such as milestones and project results, as they become available. There is also a Twitter plug-in on the right side of the page giving real-time project updates.

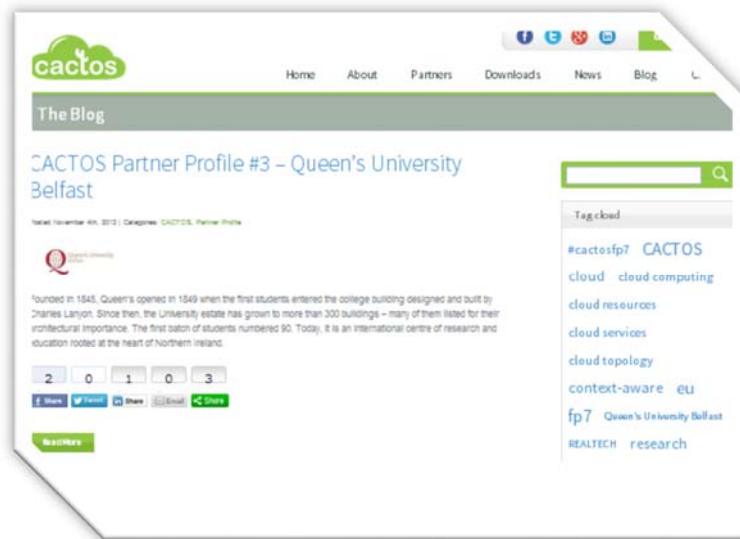


Figure 6: The CACTOS blog

In Figure 1 you can see the project's blog. The right-hand column contains a map of relevant keywords used in project blogs and a search function to make finding topics more user-friendly.



Figure 7: The CACTOS contact page

In Figure 1 you can find the project contact page. It features details of the project coordinator and a form for contacting the CACTOS project. There is also a Twitter plug-in on the right side of the page giving real-time project updates.



b) CACTOS SOCIAL MEDIA



Figure 8 The CACTOS Twitter account

In Figure 8 you can find the CACTOS Twitter account. It contains the CACTOS logo and relevant CACTOS branding. Currently there are 24 other accounts following the account including such relevant accounts as ICT 2013, Flexiant, CELAR and NanoStreams. This network will allow CACTOS information to be disseminated to relevant stake holders.

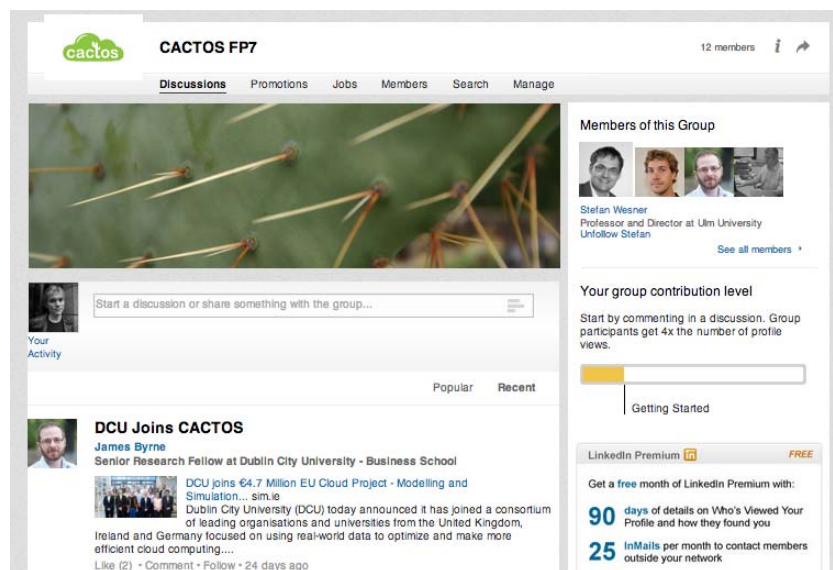


Figure 9: The CACTOS LinkedIn group

In Figure 9 you can see the CACTOS LinkedIn group. This group will be joined by all CACTOS members who have LinkedIn accounts and will form a key part of the CACTOS 'dissemination engine' by sharing project information and milestones and developing a network of relevant shareholders.

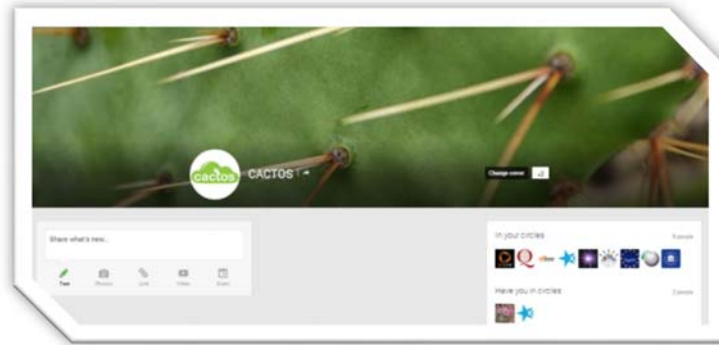


Figure 10: The CACTOS Google+ page

In Figure 10 you can find the CACTOS Google+ page. This page will share all CACTOS content and will form a key part of the CACTOS 'dissemination engine' by sharing project information and milestones.

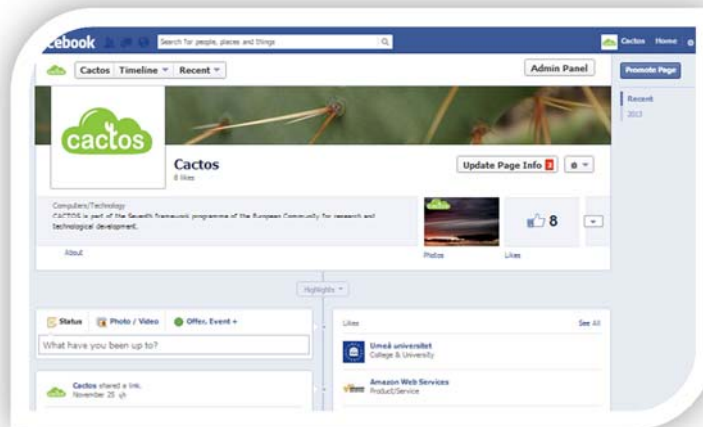


Figure 12: The CACTOS Facebook page

Figure 11 depicts the CACTOS Facebook page. This page will share all CACTOS content and will form a key part of the CACTOS 'dissemination engine' by sharing project information and milestones.



Figure 13a, 11b and 11c: Examples of the type of CACTOS branded imagery that will accompany links to the CACTOS website when shared on CACTOS social media channels



4. CACTOS BRAND VISIBILITY

As part of establishing clear and detailed reporting for the purpose of tailoring the CACTOS dissemination strategy we have implemented Google Analytics in order to report on the CACTOS brand online. The initial CACTOS visibility reporting has indicated that initial interest in the CACTOS project has been positive.



Figure 12: This shows initial site activity for WWW.CACTOSFP7.EU

1.	United Kingdom	54	24.88%
2.	Germany	43	19.82%
3.	France	32	14.75%
4.	Ireland	17	7.83%
5.	Brazil	15	6.91%
6.	Sweden	15	6.91%
7.	Spain	6	2.76%
8.	Belgium	5	2.30%
9.	Switzerland	4	1.84%
10.	Greece	3	1.38%

Figure 12b: This shows the international areas of interest for WWW.CACTOSFP7.EU

5. INITIAL CACTOS COLLABORATION EFFORTS

The project consortium considered carefully the methods of dissemination before making agreement on how the project would communicate with its external stakeholders. Discussions on the strategy began at the project kick-off session and continued in project Telcos. Agreement upon the project logo was reached between the dissemination work package leader, the project coordinator and the wider consortium partners. This involved developing the website in line with the description of work and making sure it conformed to the CACTOS branding requirements and includes relevant project and partner information. There will be an ongoing review of messaging in all mediums to ensure it matches with partners' views and engagement strategies with the audience. This will include: website content, PowerPoint slide-ware; the project fact sheet material

and the Twitter, Facebook, Google+ & LinkedIn messaging. The specifics of the project Dissemination effort per partner will be outlined in deliverable D2.2 due in month 6 of the project.

