



PlanetData

Network of Excellence

FP7 – 257641

D20.1 Call 2: Linked Map Web site, social media channels, and fact sheet

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Abstract

This deliverable describes the website of the project Linked Map, the use of social media channels for giving awareness to the project and the fact sheet of the project.

Executive summary

This deliverable is a description of the public Linked Map website, the planned dissemination activities through social media channels, and the Linked Map factsheet. The purpose of this deliverable is twofold: It is a guidance resource for maintainers of the web site and staff involved in diffusion activities, and also, it is a tool for the EC to verify that the project has fulfilled the obligations in Task 20.

First, this deliverable presents the objectives, the structure and the current content of the Linked Map website, as well as the envisioned future content. Also, it includes a description of the current technological decisions related to the website, such as the Content Management System chosen. The deliverable also describes the roles of the partners regarding to the maintenance of the website. UNIZAR (in particular IAAA staff) is responsible for the maintenance of the website. UNIZAR and GEOSLAB are responsible for the addition of new material.

Next, this deliverable describes how the project is going to use social media channels (blogs, Twitter) to increase the awareness of the project to people interested in project topics such as Linked Open Data, Linked Government Data, Geo Linked Data, Web map services, and Volunteer Geographic Information. The deliverable also includes a description of the diffusion tasks in traditional media channels (project website, mailing lists).

Next, this deliverable describes the contents of the Linked Map factsheet. The factsheet, available as a PDF document, will be downloadable from the Linked Map website.

Finally, the deliverable concludes describing the expected evolution of the web site and the future diffusion activities in media channels. The role of such description is to serve as a guidance resource for maintainers of the web site and staff involved in diffusion activities.

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Abstract (for dissemination)	This deliverable describes the website of the project Linked Map, the use of social media channels for giving awareness to the project and the fact sheet of the project.
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Abbreviations

CMS	Content Management System
GIS	Geographic Information System
GLD	Geo Linked Data
IAAA	Advanced Information Systems Laboratory
LOD	Linked Open Data
LGD	Linked Government Data
RSS	Rich Site Summary
VGI	Volunteer Geographic Information
WMS	Web Map Service

1 Introduction

This deliverable is about:

- The public Linked Map website¹.
- The planned dissemination activities through social media channels.
- The Linked Map factsheet².

In Section 2, we describe in detail the objectives, the structure and the current content of the Linked Map website, as well as the envisioned future content. In the website, a brief in the corresponding web page will explain the envisioned content when required. Section 2 includes a description of the current technological decisions related to the website, such as the Content Management System (CMS) chosen. The web site is maintained by UNIZAR. Meanwhile, GEOSLAB will provide additional material. This section concludes with a description of the maintenance procedures that should be carried out by UNIZAR staff.

Section 3 describes how we are going to use social media channels (blogs, Twitter) to increase the awareness of the project to people interested in project topics such as Linked Open Data (LOD), Linked Government Data (LGD), Geo Linked Data (GLD), Web map services (WMS), and Volunteer Geographic Information (VGI). One of the channels will be a blog hosted on the project website. This section also includes a description of the diffusion tasks in traditional media channels (project website, mailing lists). This section concludes with a description of the expected periodicity of some of the diffusion tasks.

Next in Section 4, we describe the contents of the Linked Map factsheet. The factsheet, available as a PDF document, describes the Linked Map. This factsheet will be downloadable from the Linked Map website.

Finally, in Section 5, we conclude describing the expected evolution of the web site and the future diffusion activities in media channels. This section has been written to serve as a guidance resource for maintainers of the web site and staff involved in diffusion activities.

¹ <http://linkedmap.unizar.es/>.

² <http://linkedmap.unizar.es/wp-content/uploads/2014/01/factsheet.pdf>

2 Project Website

In Section 2, we describe in detail the objectives, the structure and the current content of the Linked Map website, as well as the envisioned future content. This section also includes a description of the current technological decisions related to the website, such as the CMS chosen. UNIZAR staff maintains the website meanwhile GEOSLAB staff provides additional material. This section ends with a description of the maintenance procedures that should be carried out by UNIZAR staff (in particular by IAAA³ staff).

2.1 Objectives and structure

WordPress⁴ is the CMS chosen for building the website. Nowadays, WordPress is the most popular CMS system by far (59.8% of CMS sites in the Web in January 2014)⁵. Its plugin architecture has enabled developers and users to develop a vibrant ecosystem with more than 25,000 plugins. Among those plugings, WordPress has a few ones that allow the publication of content as Linked Data. Although the Linked Map project does not require a CMS that supports semantic web technologies, maintainers may explore how to increase the awareness of the project by exploiting these features.

The structure envisioned for the website is reproduced below. Visitors reach the website through a “landing page”. From this page, visitors can navigate to pages belonging to these four main areas:

- “About”. This area includes the pages “context, vision and plan”, “core and associate partners”, “the team” and “PlanetData Call2”
- “Events”. This area contains only the page “events”.
- “Results”. This area includes the pages “deliverables”, “publications”, “technology”, “datasets” and “PR materials”
- “Blog”. This area identifies a fully-fledged blogging system.

Each page will show the PlanetData logo prominently, as well as the indication that it is funded by FP7, plus links to the PlanetData network website.

The content of the shared regions, the “landing page” and the above pages is described in detail in the next sections.

2.1.1 Shared regions

All pages in the site contain two shared regions positioned in the header and the footer of the page (Figure 1).

³ <http://iaaa.unizar.es/>

⁴ <http://wordpress.org/>

⁵ http://w3techs.com/technologies/overview/content_management/all/



Figure 1. Common content

The header region of each page contains the Linked Map logo (Figure 2), the Linked Map motto (“*Evolving web maps into something different*”) and the navigation menu. The navigation menu contains links to each of the pages of the website. The main menu items are “about”, “events”, “results”, and “blog” and represent the four areas identified above. Each menu item contains clickable sub-items that lead to pages in the respective area.



Figure 2. Linked Map logo

The footer region has three rows. The first row is split into four columns. The first column has the title “about” and contains links to pages in the “about” area. The second regions will contain quick links to relevant pages and resources. The third region has the title “News” and will show the titles of the latest posts in the project blog with links to them. This section is empty at this phase of the project. The last region contains the recognition of the PlanetData project and the EC for funding the Linked Map project, by informing that the Linked Map project’s funding comes from the 7th Framework Programme (FP7) of the EC through the PlanetData project. The Planet Data logo and the FP7 logo have links to the FP7 site and the Planet Data site respectively. The second row contains social media links. That is, a RSS link to the site RSS feed and a link to the twitter hashtag of the project (#LinkedMap). The last row contains the project credits and includes links to the pages “privacy & cookies policy” (the EU Cookie Law) and “contact Linked Map”, and the home sites of partners.

2.1.2 Landing page

The “landing page” is the first page that the visitor of the project will see. Figure 3 contains a snapshot of the specific content of this page. In addition, following the EU Cookie Law, a banner offers first visitors an

explanation about the cookies to be placed on their computers. We use the term of “landing page” instead of “main page” because this page will be used to prompt visitors to engage in activities related to the Linked Map project in the next months. Meanwhile, this page presents reference information about the project that can be relevant to the visitor, including news, images and links. The landing page has two elements: an informative slider and three boxes that call for visiting pages. The informative slider will contain announcements, call for actions and general information. At this moment, the informative slider provides information on the status of the project, the parent project PlanetData and the core partners. The three boxes contain respectively information and a clickable links to the areas “about”, “planning” and “results”.



Figure 3. Landing page content

2.1.3 About

The “about” menu entry contains links to sub pages that provide general information about the Linked Map project (aims, scope, partners). Additionally, it contains information about the PlanetData project. The sub pages are:

- “Context, vision and plan”. This page describes the context of the project, summarizes its vision and outlines the research objectives.
- “Core and associate partners”. This page presents information about the core (UNIZAR, GEOSLAB) and associate partners (CNIG). The description of each partner consists in its logo, a brief description and a point of contact. The logo is clickable and contains a link to a home page of the partner.
- “The team”. This page contains the name and the affiliation of key people involved in this project. Each name may link to external information about the person.
- “PlanetData”. This page contains a brief description of the PlanetData project and the Call 2.

2.1.4 Events

The “events” page contains a sortable table with events related to the project. At the present time, the table is empty. We envision that this page will evolve in the entry point to the crowdsourcing experiments. The “landing page” and the “events” page will contain the calls for volunteers during the quality and crowdsourcing experiments (WP 19).

2.1.5 Results

The “results” entry in the main menu has a dropdown menu that contains links to sub pages that describe the research outcomes produced during the Linked Map project. The sub pages linked from the dropdown menu are:

- “Deliverables”, which will present a sortable table of the deliverables described in the proposal. The table will contain links to the public results. The table includes information about the progress of each deliverable (i.e. due date, status).
- “Publications”, which will contain the list of publications produced in the context of the project. At the present time, the table is empty.
- “Technology”, which will contain the list of tools produced in the context of the project. At the present time, the table is empty.
- “Datasets”, which will contain the list of datasets produced in the context of the project. At the present time, the table is empty.
- “PR materials”, which contain the factsheet and a zip file with the Linked Map logo in different formats.

Each entry in the respective list will include links to the home page and the download page of the item when applicable. At the present time, the “publications”, “technology” and “datasets” pages are empty because the project has just begun.

2.1.6 Blog

The “Blog” entry in the main menu links to the blog page. The blog will contain mainly posts related to the development of the projects Linked Map and PlanetData. It also will contain posts about topics related to the project. On the left sidebar, blog users can visit the archive of older posts, surf the different post categories or subscribe to the blog. At the present time, the blog contains a first entry.

2.2 Maintenance

UNIZAR is responsible for setting up and for the maintenance of the Linked Map website as part of the Task 20.2. The Linked Map website is hosted on UNIZAR servers and can be accessed through the following URL: <http://linkedmap.unizar.es/>. A reduced staff formed by members of UNIZAR and GEOSLAB will manage its content. It is expected that third parties (e.g. partners in the PlanetData project, stakeholders) will contact UNIZAR staff to request changes and to comment on its content and structure. A “contact Linked Map” link is included at the bottom.

3 Dissemination through social media channels

This section discusses how we are going to use social media channels to increase the awareness of the project. In addition, the use of traditional media channels for such goal is also reviewed. Our awareness strategy focuses on gaining visibility among stakeholders and practitioners in the field of geographic information. Raise awareness on the Linked Map project is key to the success of quality and crowdsourcing experiments of WP 19.

The target audience we want to reach is composed of people with different interests: GI producers that can be interested in the evaluation of the use of Linked Data and VGI in their data production workflow, VGI producers and consumers who can be interested in the quality of the information created in a collaborative way, Linked Data practitioners that can be interested in new Linked Data trends.

This chapter describes a set of channels that have been selected in order to disseminate the results of the project. The evaluation of the dissemination effectiveness will be studied in the deliverables D20.2, “Community awareness plan”, and D20.3, “Exploitation plan”.

3.1 Blog and Project website

We have described the setup of the project website and the blog in the previous section. We plan to post entries in the blog twice a month related to the development of the projects Linked Map and PlanetData, and topics related such as LOD, LGD, GLD, WMS and VGI. Each post would contain links to specific related content in the website. Post, pages, titles, meta descriptions, XML sitemaps, etc. have been optimized for search engines.

3.2 Third party blogs

The interconnection of the blog with the collective community of GI blogs is part of the dissemination strategy. The interconnection will be done by means of a blogroll (a list of other blogs that we recommend in our blog) and the use of links to other blog posts (especially in blogs where pingbacks are enabled) in the Linked Map blog.

In addition, some GI blogs allow third parties to make posts to announce events and news. A good example is the IDEE blog (<http://blog-idee.blogspot.com.es>). The announcement of key events during the Linked Map project will use these blogs.

The blog will be also interconnected with the researchers and stakeholders interested in Geospatial Semantic Web technologies. An initial strategy is to identify active blogs maintained by members of relevant communities (e.g. W3C Location and Addresses Community Group⁶, WEC Geospatial Semantic Web Community Group⁷) and related EU projects (e.g. GeoKnow⁸) to detect synergies and ask them to connect.

3.3 Twitter

Twitter is a great place to track reaction to Linked Map announcements. A twitter hashtag has been established ([#LinkedMap](#)). UNIZAR (in particular IAAA staff) and GEOSLAB staff are encouraged to use it in tweets referred to the Linked Map project.

We have chosen a twitter hashtag to spread information about the project because it is an easy and fast way to inform about news, events or results related to the project. People only need to reference the hashtag in their tweets when talk about the project or about something related to it. We discarded the use of a dedicated account for the project because we thought that it was not going to have enough contributions from users. If we need to publish information about the project in Twitter, we will use the PlanetData general account (@PlanetData_NoE) using the specific hashtag ([#LinkedMap](#)).

⁶ <http://www.w3.org/community/locadd/>

⁷ <http://www.w3.org/community/geosemweb/>

⁸ <http://geoknow.eu/>

3.4 Forums and mailing Lists

Although forums and mailing lists have declined in popularity as social media channels, there are a handful of them useful for our project, especially as a way to reach a niche of potential participants in our experiments. Examples of these channels are *geoweb-r* (an international Google Group focused on the geospatial web, VGI, and neogeography) and *Lista SIG* (a national mailing list focused to GIS users in Spain and Latin America).

3.5 Facebook

Facebook could be another great place to publish information about the Linked Map project. Nevertheless we will not create a dedicated account in Facebook at the moment because we think that the diffusion that we can obtain using this way is already covered by other channels: the blog for detailed news, twitter for short news and comments, forums and mailing lists for reaching specific audiences and, of course, the general channels of PlanetData (twitter, facebook, mailing list,...) for people already interested in the project.

4 Fact sheet

Next we describe the contents of the Linked Map factsheet available at the Linked Map website⁹. The factsheet is a single page with content on both sides that contains:

- a description of the context of the project,
- the vision of that motivates the project,
- an outline of the project,
- a description of the partners, and
- the recognition of the PlanetData project and the EC for funding the project.

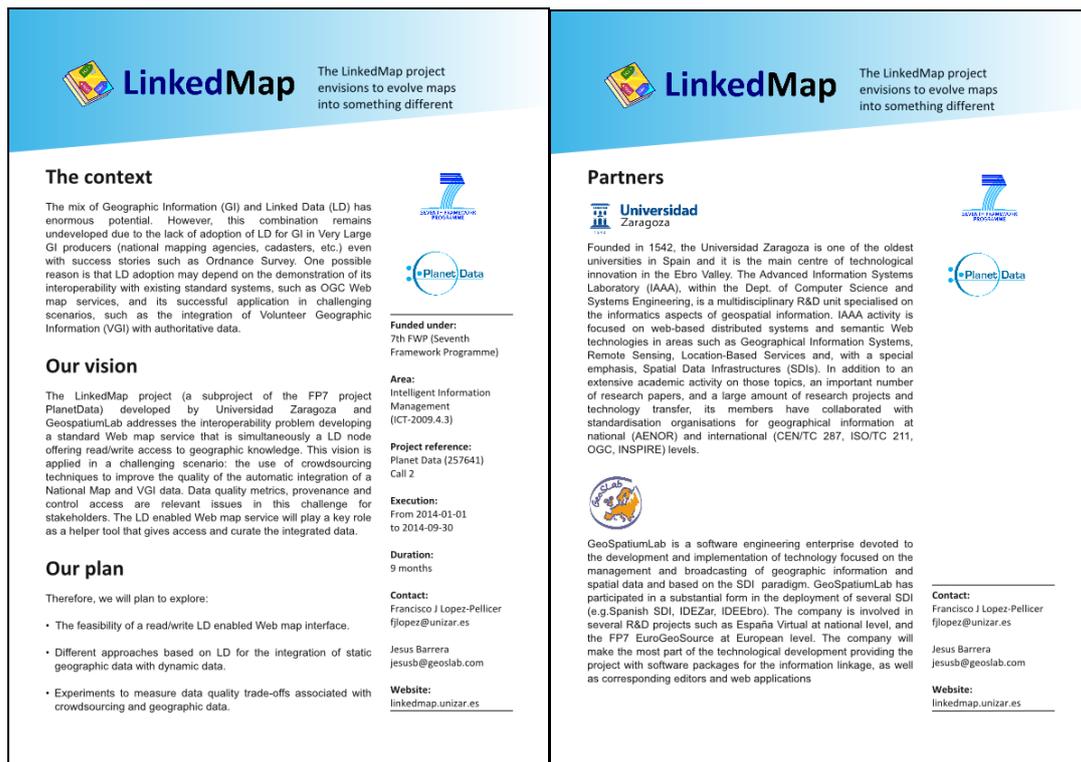


Figure 4. Factsheet front page and back page

⁹ <http://linkedmap.unizar.es/wp-content/uploads/2014/01/factsheet.pdf>

5 Conclusions

In this deliverable we have described the public Linked Map website, how we are going to use social media channels to increase the awareness of the project, and the project factsheet. The purpose of this deliverable is twofold: It is a guidance resource for maintainers of the web site and staff involved in diffusion activities, and also, it is a tool for the EC to verify that the project has fulfilled the obligations in Task 20.

The project Linked Map uses the project web site along with social media channels to engage future users in planned experiments and to disseminate the project's results. It is expected that part of the structure and content of the web site will be changed when required by the evolution of the project. The basic structure is not expected to change except if feedback from users and stakeholders advises to do so.

UNIZAR (in particular IAAA staff) is responsible for the maintenance of the website. UNIZAR and GEOSLAB are responsible for the addition of new material.