



INFRA-2011-1-284432

**COLLABORATIVE EUROPEAN DIGITAL ARCHIVE INFRASTRUCTURE**

Project Acronym: CENDARI
Project Grant No.: 284432
Theme: FP7-INFRASTRUCTURES-2011-1
Project Start Date: 01 February 2012
Project End Date: 31 January 2016

Deliverable No. :	D2.1
Title of Deliverable:	Communications Launch
Date of Posting to Basecamp/Confluence for Partner Review:	March-June 2012
Date of Finalised Deliverable:	September 2012
Revision No.:	1
WP No.:	2
Lead Beneficiary:	Trinity College Dublin (TCD)
Author (Name and email address):	Delivered by the TCD WP2 team
Dissemination Level:	PU
Nature of Deliverable:	O
Abstract:	<p>The website and social media communication tools for CENDARI were launched by the project in September 2012. A press release was published via Trinity College Dublin Communications Office in March 2012, following the kick-off meeting in Brussels. The press release was published on the home page of the College website, giving it significant visibility both within the institution and internationally.</p> <p>A decision was made to postpone the stakeholder networking events until launch of the CENDARI technical infrastructure, so as to maximise the impact of the investment. Details of the</p>



	<p>Project Communications are included here.</p> <p>Project Website (www.cendari.eu): The CENDARI website offers the first level of contact to all target groups on a broad range of project information. The website, which is regularly updated, contains publically available information about the funding provided to CENDARI, the project's aims, the research objectives, the partner institutions and downloadable resources. There is an email address for queries to the project (info@cendari.eu), which is published on the website and administered by the WP1 and WP2 teams.</p> <p>The website also hosts downloadable project resources such as PowerPoint presentations, audio podcasts, facts and figures. It is the main point of information for the Transnational Access Fellows programme and the Summer School. Complete programme information and application forms have been made available through the website for download or direct application. Embedded analytics show that traffic to the website within the first 18 months of the CENDARI project amounts to over 7,000 individual users with over 27,000 page views. Visitors to the website come principally from the EU, with a sizeable minority from USA and India. The website links to dedicated social media channels Facebook, Twitter and YouTube.</p> <p>Social Media: The social media presence of CENDARI has been established using Facebook, Twitter and YouTube for a coordinated and integrated approach. The value of social networks for CENDARI lies in visibility with the target audience of academics, library and archive professionals. Analytics show a marked increase in traffic to the website following the use of social media to comment on events or publish posts. At Month 18, the CENDARI Facebook page (www.facebook.com/CendariProject) had over 190 'likes' with its most popular posts reaching nearly 700 people. The Twitter account (www.twitter.com/CendariProject) is extremely useful at live events, such as conferences, where use of an appropriate hashtag in conjunction with the project username helps raise awareness of the project and establish virtual conversations with key professionals. At Month 18, the project had over 300 followers on Twitter.</p>
--	---