Project Name:

A holistic flagship towards the 6G network platform and system, to inspire digital transformation, for the world to act together in meeting needs in society and ecosystems with novel 6G services

Hexa-X-II

Deliverable D7.1
Online project presence

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Abstract

This document shows the initial structure and contents of the Hexa-X-II website. In addition, the document defines the project's visual identity and online communication channels such as social media accounts and newsletters. The document also includes a simple run-down of the website's building process.

The document aims to:
- Provide a clear picture of the Hexa-X-II project presence online
- Define the different methods of project's online communication
- Identify the key performance indicators (KPIs) related to our presence online

Keywords

Communication, dissemination, graphic design, web design, visual identity, outreach, social media, 6G

Disclaimer

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[1] SEN = Sensitive, only members of the consortium (including the Commission Services). Limited under the conditions of the Grant Agreement

PU = Public

Executive Summary

This report constitutes the Hexa-X-II project deliverable D7.1, Online project presence. The document has been prepared by the University of Oulu.

The main target of this deliverable is to provide a clear view of the Hexa-X-II project's online presence at the initial kick-off stage of the project and also in the later stages. The deliverable will also define the most important dissemination goals and the activities performed to reach them.

The deliverable defines the framework of our online channels and how we use them to disseminate our activities, achievements, and results.

The deliverable also highlights the importance of consistency in our communication, visual identity, and brand.

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Acronyms and abbreviations

Term	Description
CMS	Content Management System
GDPR	General Data Protection Regulation
E2E	end-to-end
KPI	Key Performance Indicator

1   Introduction

Hexa-X-II is the European level 6G Flagship project, continuing on the tracks of the Horizon 2020 project Hexa-X.

Hexa-X laid the foundation for the global communication network of the 2030s by developing the 6G vision and basic concepts, including candidate key technology enablers. Hexa-X-II leads the way to the end-to-end (E2E) system design (based on integrated and interacting technology enablers) and the enabling platform delivering novel services for the next generation (6G) of wireless networks.

Hexa-X-II continues the work of the first Hexa-X project, but the projects also have a one-year-long overlap period. Therefore, it is important to show the connection between the two, but also highlight the unique identities of both projects. Hexa-X-II has its own visual identity and brand, and this deliverable describes how and why it came together.

1.1   Objective of the deliverable

The objective of this deliverable is to present the general overview of the project's presence online, including different platforms and channels, and provide a plan on how we will utilize these tools in our dissemination efforts. The document also touches upon the relation to the first Hexa-X project and how it affects the Hexa-X-II communication plan.

The deliverable will also define the related KPIs which will be tracked and reported and the goals which we have set for them.

1.2   Structure of the deliverable

After this first introductory section of the deliverable, we have four more sections in which we delve deeper into the different aspects of Hexa-X-II online activities.

The second section of the deliverable introduces the visual identity of the project – logo, colors, and typography – and its relation to Hexa-X.

The third section focuses on the Hexa-X-II online platforms and channels, such as the website, social media, and newsletter.

The fourth section describes how the analytics on the website and other channels will be measured.

Finally, in the fifth and final section, we'll go through the goals we have set for our online activities.

2   Visual Identity and brand

Visual identity is composed of all the visual elements of the brand, from the logo to colors to typography. These are used consistently in all materials from single posts on social media to scientific publications. These cues help people to identify the brand.

To help each and every member of the consortium to build the Hexa-X-II brand, the Hexa-X-II visual guide was created. The guide is a simple tool, which defines the use of the Hexa-X-II logo, colors and typefaces of the brand across all mediums.

The Hexa-X brand is built around our core values and vision. All material produced using these visual cues aims to support our ideology and help us to communicate our values, building the Hexa-X-II brand story.
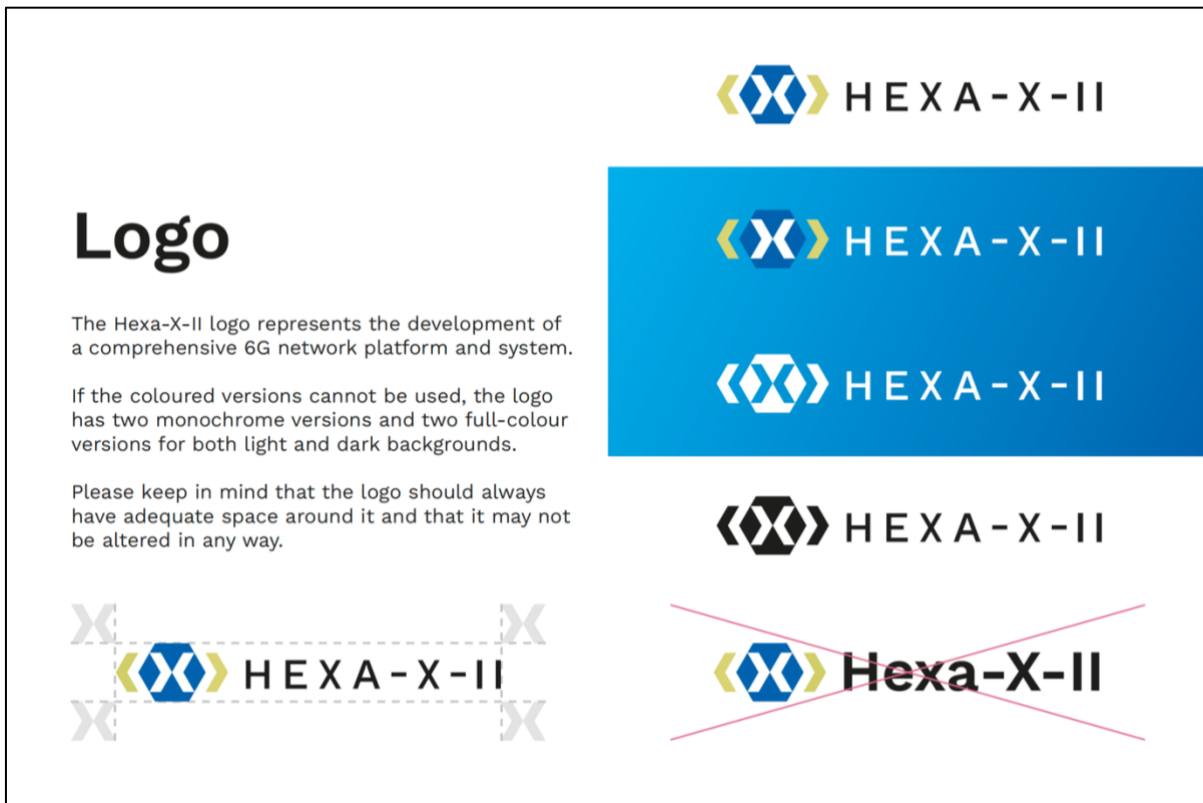
Figure 2-1: Logo guidelines on the Hexa-X-II Visual Guide

2.1   Relation to Hexa-X

Hexa-X-II continues the work, which was started in Hexa-X, but there is an overlap period of half a year. Therefore, the connection should be easy to spot and the materials in both projects should fit together, but at the same time, it should be equally easy to distinquish them. That's why Hexa-X-II has its own look, but it's constructed from the very same elements as its predecessor Hexa-X. The logo has some of the same elements, the colors have been picked out from the same color palette, and the typeface is the same.

2.2   Logo, Colors, Typography

2.2.1   Logo

The Hexa-X-II logo represents the development of a comprehensive 6G network platform and system. The logo consists of two parts, the symbol, and the spelled-out project name.

The symbol plays with two key elements, the symbol hexagon, and the letter X. The X is placed on top of the hexagon utilizing negative space. It is formed of two arrows pointing at each other, creating a strong focal point. Both elements symbolize the finalization of the work, which was started in the first Hexa-X project.

The second pair of arrows placed on both sides outside the hexagon are mirror images of the one forming the X in the middle. These arrows symbolize the development process in between what's already been achieved and our final goal, the comprehensive 6G network platform, and system.

The out-spelled Hexa-X-II uses the same typeface as most of the project's materials, Work Sans. The typeface was chosen due to the slanting of its letters, which is very close to the angles in a hexagon. However, in the logo, the kerning is set to be significantly wider, than in regular titles or body text.

The colors in the logo have been picked from the original Hexa-X color palette. The logo has two full-color versions and two monochrome versions, so it can be placed on both light and dark backgrounds.

2.2.2   Colors

The primary colors for the Hexa-X-II project are dark blue for large areas such as backgrounds and yellow for accents. This creates a calm, but a bit "techy" atmosphere.

If the colors are used as a gradient, the colors also reveal a variety of green shades between them. The greens bring out an idea of sustainability – one of the key values in Hexa-X-II work.

Additional colors include light blue, purple, orange, and pink, which can be used in figures and graphs or whenever a larger color palette is required.

2.2.3   Typography

Hexa-X-II uses the same main typeface as its predecessor, Hexa-X. Work Sans is a free font that can be easily downloaded from Google Fonts. The typeface has numerous variations that can be used as needed.

In some cases, such as in PowerPoint presentations, Work Sans can be replaced with a "safe font", that is available in almost all operating systems. In this case, the font is Trebuchet MS.

2.3   Templates

The Hexa-X-II Visual Guide is a good all-around guide on how to produce materials consistently and build our brand. However, to make the process smoother, templates have – and will be produced. The first and most common is the Hexa-X-II PowerPoint template.

The Hexa-X-II PowerPoint template is very similar to the Hexa-X-II template, the main differences being its own color scheme and image selection. The slides can be mixed and matched with the Hexa-X slides, but it's easy to differentiate them. If needed, however, it should be easy to switch the layout from one project to another, while the content stays the same.

In addition to the PowerPoint template, other templates such as a word document can be created as needed. Especially with the Microsoft Office package, the fonts and color themes are easy to export from one software to another.
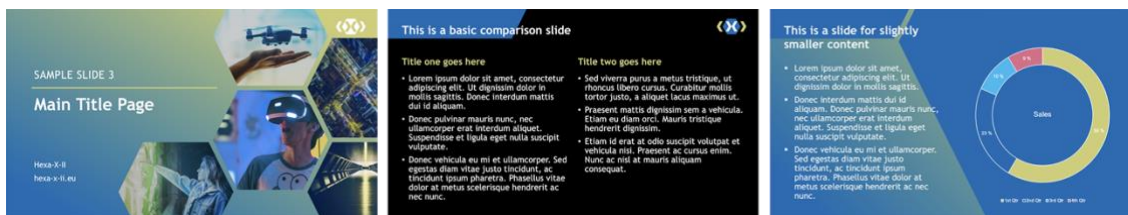

Figure 2-2: Hexa-X-II PowerPoint sample slides

3   Overview of our communication channels online

The sixth objective of the Hexa-X-II project is to contribute to a holistic European 6G view and to be a leading voice in the globally aligned roadmap towards 6G by impacting standardization activities. This is also the main responsibility of the Work Package (WP) 7.

Our academic efforts will be the foundation of our work, but without a strong presence online, especially with the current global situation, we cannot be the leading voice. At the era of Social Media, we have to be speaking where the people – from the brightest stars of academia to the general public – are listening. Our presence online is more important than ever.

3.1   Website

The Hexa-X-II website is our most important dissemination tool. It is our home base, where most of our online activities take place, or at least where the records of said activities are presented in a clear, organized manner.

The domain and WP Cloud hosting services were purchased from Zoner, the same service provider which was used with the first Hexa-X project. The official domain address for Hexa-X-II is https://hexa-x-ii.eu but additional domains hexa-x-ii.com and hexa-x-ii.net were also purchased and redirects to the main .eu address were set up.

The website was published and shared internally right at the end of 2022, so the initial public version would be ready for the official kick-off at the end of January 2023 and search engines would have enough time to start indexing the site.

The site was built and is being managed by the University of Oulu, using the world's most popular Content Management System (CMS), WordPress.

The site uses a WordPress theme Sydney as its parent theme, but a child theme was created to achieve the desired look, following the visual guidelines defined for Hexa-X-II.

Before building the site on the actual WordPress platform, a wireframe of the site was created, along with a mock-up layout using the Adobe XD software.

At the initial publication stage, the site has a main page, and four subsections:
- About (including the Hexa-X-II Vision, Objectives and Methodology)
- News
- Consortium
- Contact

Later, more sections such as Events and Results (including Deliverables, Dissemination and Publications) will be added. At least some publications will be held in a separate online repository such as Zenodo, but the site will provide a clear path to find them.
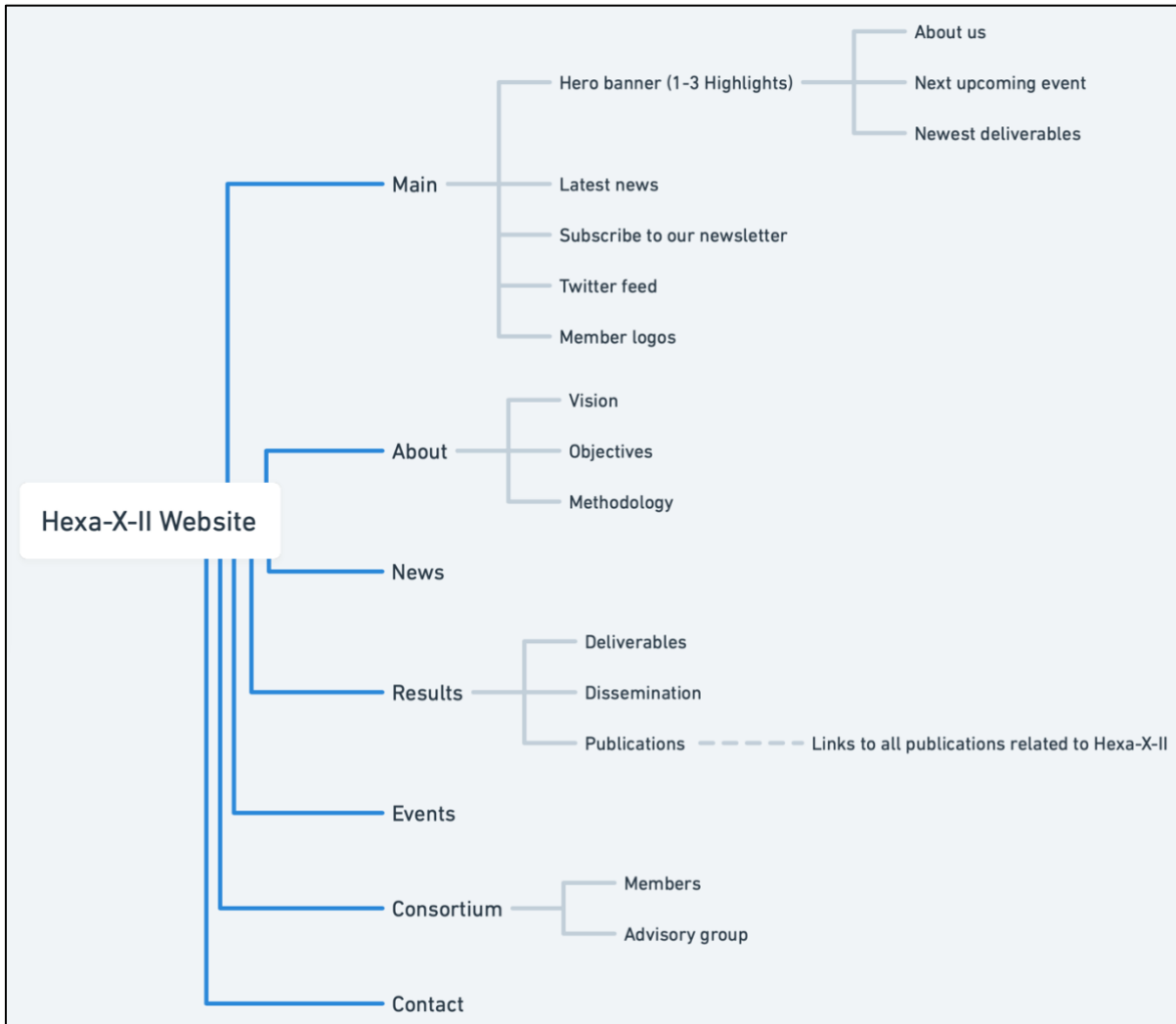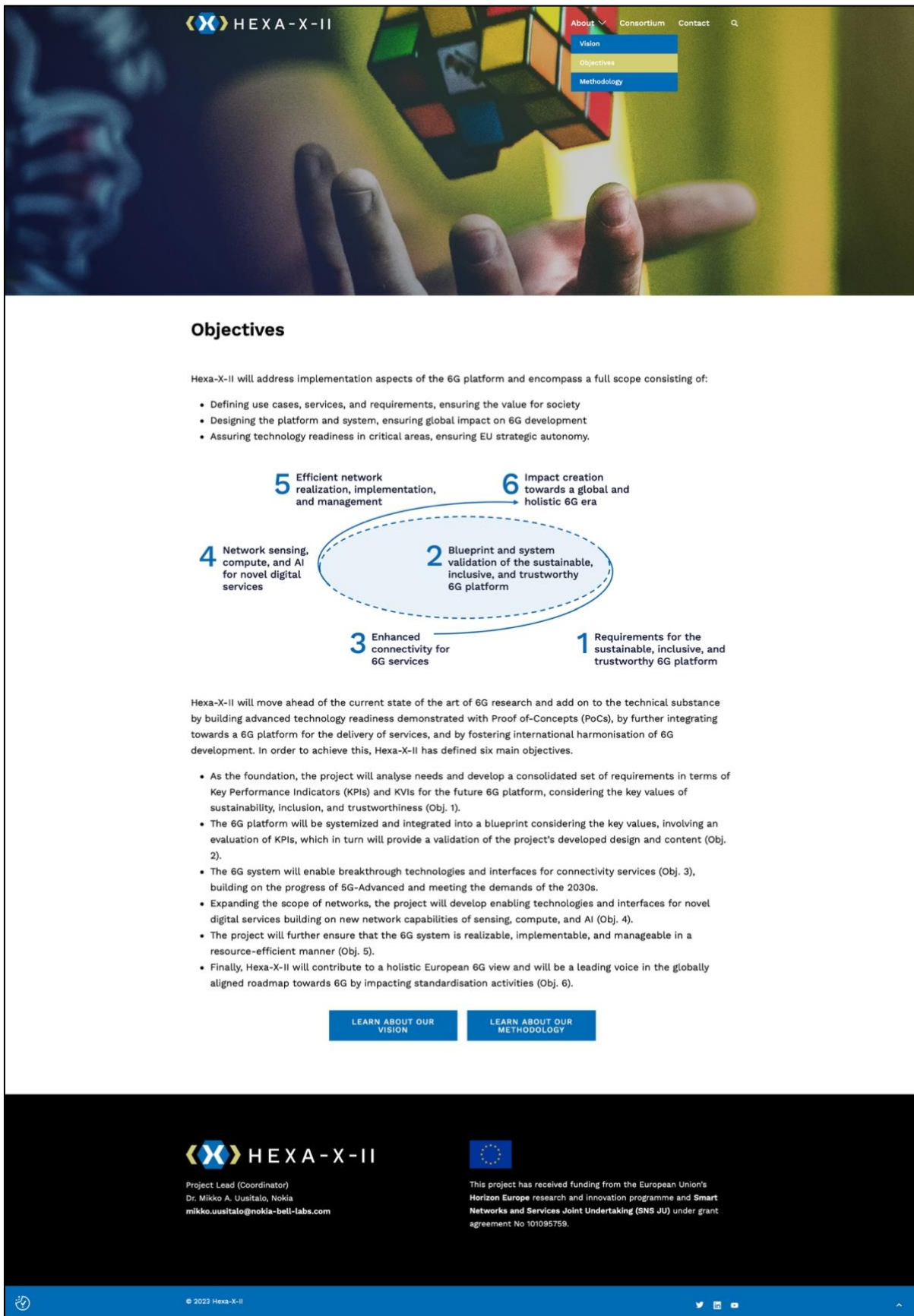
Figure 3-1: Hexa-X-II website wireframe

Figure 3-2: Screenshot of the Hexa-X-II website subpage "Objectives"

3.2 Social Media

At the beginning of the project, tree social media channels were defined necessary for Hexa-X-II, namely Twitter, LinkedIn, and YouTube. Each of these channels have their own purpose in the communication network of the project.

3.2.1 Twitter

Twitter is expected to be to have the largest following of our channels, and the demography is expected to have most variation. In addition to our partners and peers both in the industry and academia, global leaders and stakeholders, the young, bright minds among students and of course, the general public are all using Twitter and it is the best avenue to be seen by those groups.

The content we post on Twitter should reflect that demographic, and the focus should be on garnering interest and building a community of relevant, engaged followers who are keen to both discuss and click through to more in-depth content we offer them. The aim is to tweet and/or retweet weekly.

Twitter doesn't allow dashes in its handles or hashtags, so the Hexa-X-II official handle is @Hexa_X_II and the hashtag is #HexaXii. The Twitter account url is https://twitter.com/Hexa_X_II.
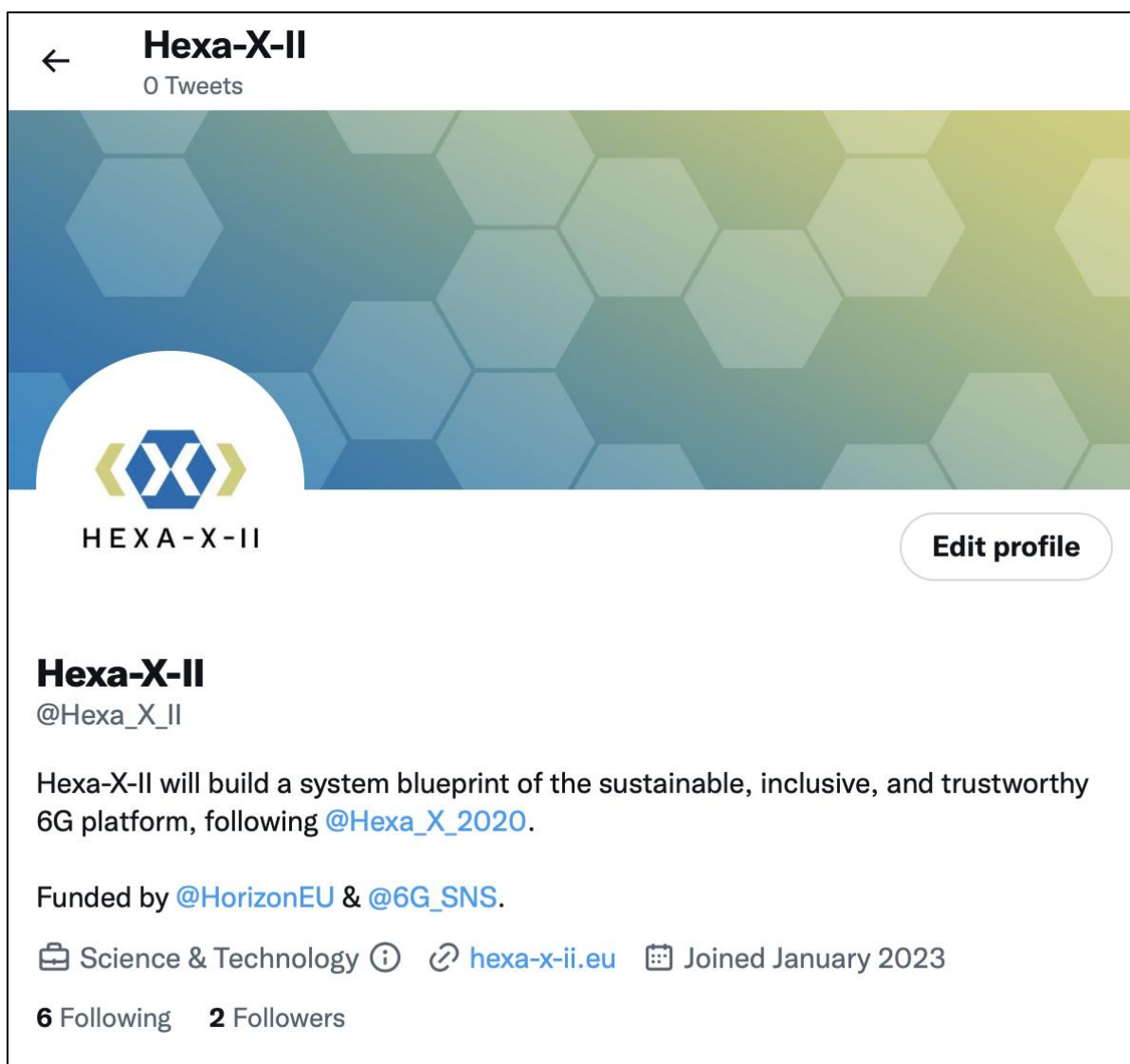

Figure 3-3: Screenshot of the Hexa-X-II Twitter profile

3.2.2   LinkedIn

LinkedIn is the other main social channel for Hexa-X-II. Most likely it will garner less followers, but the demographic will be more professional and peer/partner oriented.

LinkedIn's greatest strength is – as the name states – the strong connections of the Hexa-X-II's professional network. For example, on LinkedIn we have tools to tag and promote our members and LinkedIn users can add Hexa-X-II as their workplace. LinkedIn is also great for promoting events on the Hexa-X-II profile page, especially as the demographic for such events are usually the connections adjoined to the consortium members.

LinkedIn doesn't use handles, so our name there can be written as Hexa-X-II, making the account url https://www.linkedin.com/company/hexa-x-ii/. The aim is to post weekly. The hashtag is #HexaXii.

Both LinkedIn and Twitter can be connected via Sprout Social, a social media management tool, which allows its users to produce posts in bulk, make drafts and schedule posts. Therefore, same, or similar content can be shared both to Twitter and to Linked in at the same time.
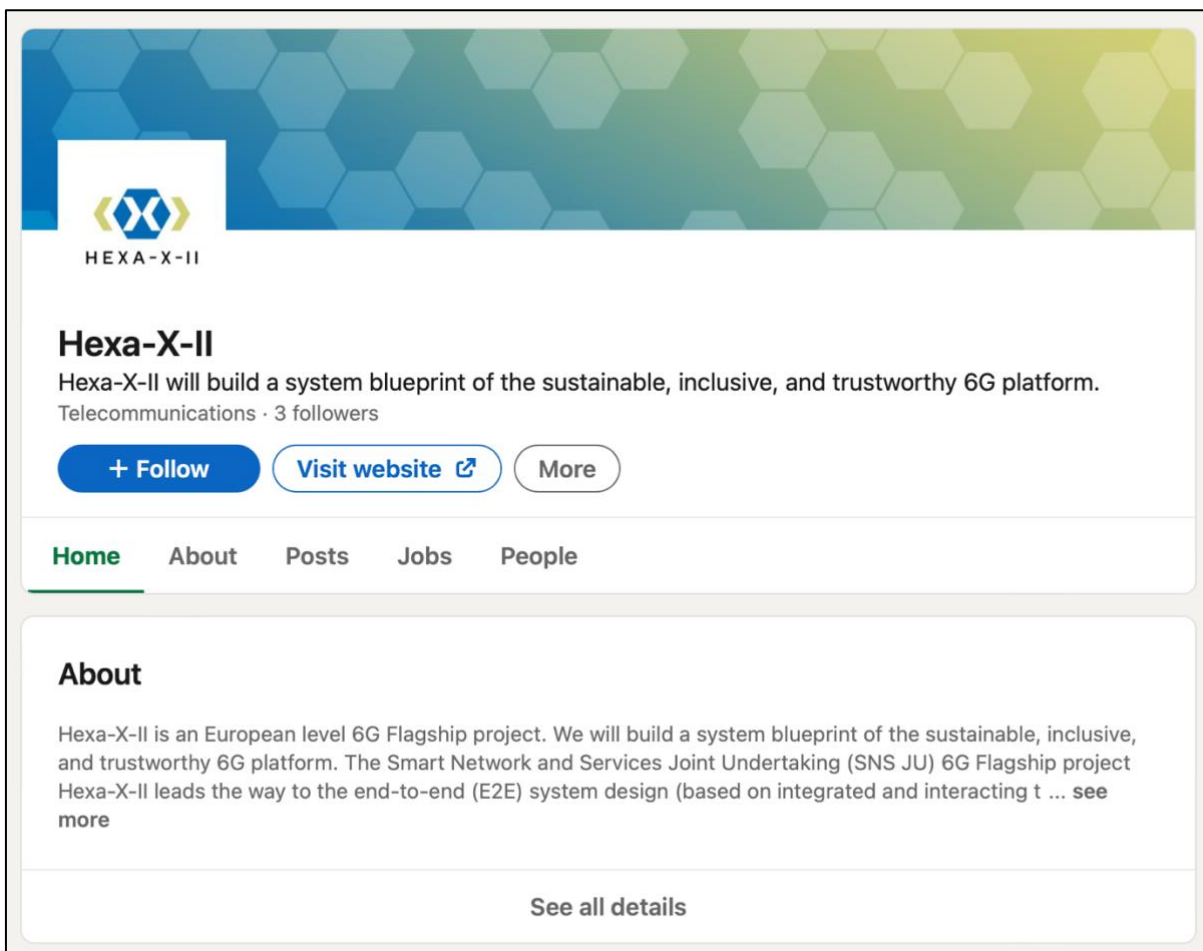

Figure 3-4: Screenshot of the Hexa-X-II LinkedIn profile

3.2.3   YouTube

The Hexa-X-II YouTube channel will act as a repository to most of our video content. That way, we don't have to store it on our website, which would be expensive and slow the site down.

Since we won't be using it as a social media (aiming for two-way communication, for example) we should have the comments disabled there and instead, direct people to take the conversation to our other channels or send the feedback straight to us. This way, we can upload there on a slower pace, only when needed.

The account name on YouTube is Hexa-X-II and since the platform allows dashes, our handle there is @hexa-x-ii. This is also our channel url, https://www.youtube.com/@hexa-x-ii.
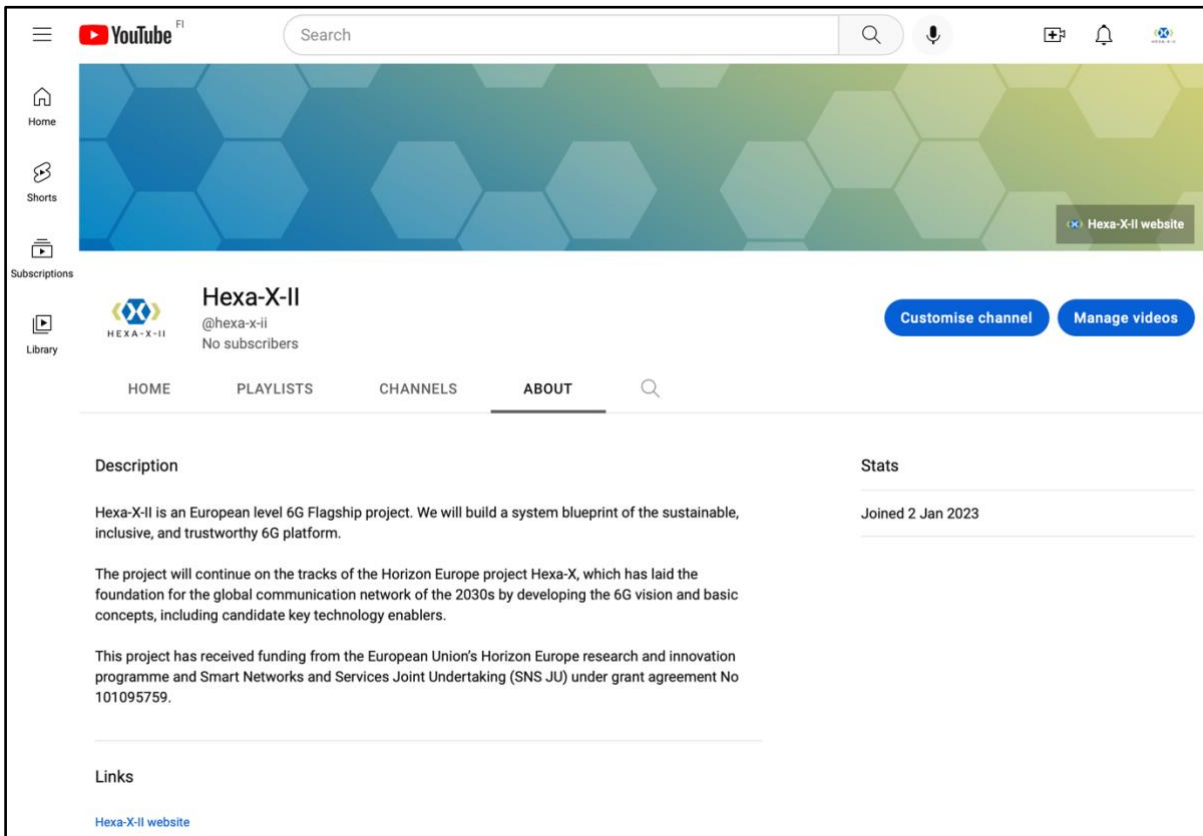

Figure 3-5: Screenshot of the Hexa-X-II YouTube channel

3.3   Newsletter

In addition to social media channels, we will also send out a traditional newsletter. However, we won't be sending it out on a weekly level, but instead assemble it of our most important news on a monthly level.

The newsletter should go out at least twice a year, but even 12 times a year is possible, when the project is on its most active phase. The newsletter can include upcoming events, most recent deliverables and other news highlights.

The service provider for the newsletter will be Sendinblue. The company headquarters is located in France, which makes it General Data Protection Regulation (GDPR) compliant than it's very similar, but more commonly known counterpart Mailchimp.

4   Analytics

Most of the social medias and external service providers have some sort of internal analytics tool, but for the website, an external one is needed. The most widely used tool on the market is Google Analytics, a web analytics service offered by Google that tracks and reports website traffic, currently as a platform inside the Google Marketing Platform brand.

Google Analytics was just updated to the new vesion 4. The previous version, the Universal Analytics, will no longer process new data in standard properties beginning 1 July 2023. Therefore, the newest version was installed.

In addition to the Google Analytics, a plugin called MonsterInsights was installed, to make the connection to WordPress smoother. Hexa-X-II uses an upgraded version MonsterInsights plus, which allows easier tacking for more parameters, such as File downloads and Search terms.

5   Goals

The goals for the Hexa-X-II project regarding our presence online are shown in the following table.

KPI	Target	Verification
# of newsletters per year	2	Proof in Dissemination Reports
# of newsletter recipients by the end of the project	200	
# of submissions in Magazines and technical press during the project lifetime	2	
# of press releases with project acknowledgements during the project lifetime	>5	
# of unique website visitors per month by the end of the project	250	Google Analytics
# of website page views per month by the end of the project	1000	
# of web visits by the end of the project	4500	
# of pages / sessions in the website by the end of the project	>3	
Website avg. session time by the end of the project	>2 min	
# of followers in Hexa-X-II Twitter by the end of the project	>100	Twitter Analytics
# of Tweets by the end of the project	>50	
Twitter Impressions	>4000	
# of followers in Hexa-X-II LinkedIn by the end of the project	>100	LinkedIn analytics
# of posts in LinkedIn by the end of the project	>50	

Table 5-1:Hexa-X-II goals relevant to the project's online presence

The goals are largely based on the goals and results of the first Hexa-X project and should be more than achievable. Due to the partial overlap of the two projects, it's possible share and link content between the already established Hexa-X online network and the newly established Hexa-X-II channels, as tar as the best practiced with GDPR allows.

In addition, Hexa-X-II has very large consortium, and with each member contributing on the dissemination efforts, the project should be able to reach and surpass the set KPI targets.

References

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- Hexa-X-II YouTube: https://www.youtube.com/@hexa-x-ii
- WordPress: https://wordpress.com
- Zoner: https://www.zoner.fi

- MonsterInsights: https://www.monsterinsights.com
- Sendinblue: https://www.sendinblue.com
- GDPR compliance guide: https://gdpr.eu
- Mailchimp: https://mailchimp.com/?currency=EUR