

Project Acronym: MDDB

Project title: Molecular Dynamics Data Bank. The European Repository for Biosimulation Data

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Document history

Version	Contributor(s)	Partner	Date	Comments
0.1	Anna Montràs	IRB-CERCA	27/06/2023	Overall structure
0.2	Suresh Chithathur Raman	IRB-CERCA	28/06/2023	Sections 1, 2 and 3
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Executive summary

This deliverable report outlines the website and the communication tools of the MDDB project. Prior to creating these communication channels, the project's visual identity was designed to establish a uniform brand styling for MDDB across all platforms. The project website has been designed with accessibility for all stakeholders in mind and will include regular updates based on project progress. Social media platforms will also be used to disseminate project information and engage with stakeholders. Together, these communication tools will enhance communication and promote MDDB.

1 WEBSITE

1.1 Overview

The MDDB project website is a key communication channel and serve as the principle outlet of project-related information and updates to the different audiences. The website includes crucial information about the project's objectives, partners, activities, and results while aiming to be user-friendly, accessible, and regularly updated to ensure its continued usefulness. Along with the project's social media channels, the MDDB website will engage with stakeholders and target audiences to provide up-to-date information including key public resources offered by the project such as workshops/trainings etc. and publications

1.2 Design, domain and maintenance

The project website is publically accessible on <https://mddbr.eu>, a domain that has been registered by IRB Barcelona as coordinator. The overall design, graphic and textual content were developed by the company Scienseed under the coordination of IRB and in close collaboration and consultation with all project partners. The website has been carefully designed adhering to the project visual identity (see D5.1), with accessibility in mind and ensuring maximum legibility and a responsive design that enables easy use across devices such as mobile phones, tablets, and computers.

1.3 Content management

The content management system (CMS) used is Wordpress. As leaders of WP5, IRB-CERCA maintains the overall responsibility for the website. IRB-CERCA will therefore ensure that the website reflects that most accurate and up-to-date information about the project. IRB-CERCA will carry out regular content updates to ensure that the project news and publications are highlighted in the website.

1.4 Structure

The **Homepage** of the website provides an exciting overview of the project with attractive graphics and illustrations (Figure 1). It serves as the landing page for the individual sections of the website; About, People, Publications, Community & Services, News and Contact (accessible through the links on the top-right) with some of them highlighted directly when scrolled through (About, People and News). In the mid-to-long term, the website will incorporate a link to the MDDB database, acting as the point of entry to the infrastructure for the wider community.

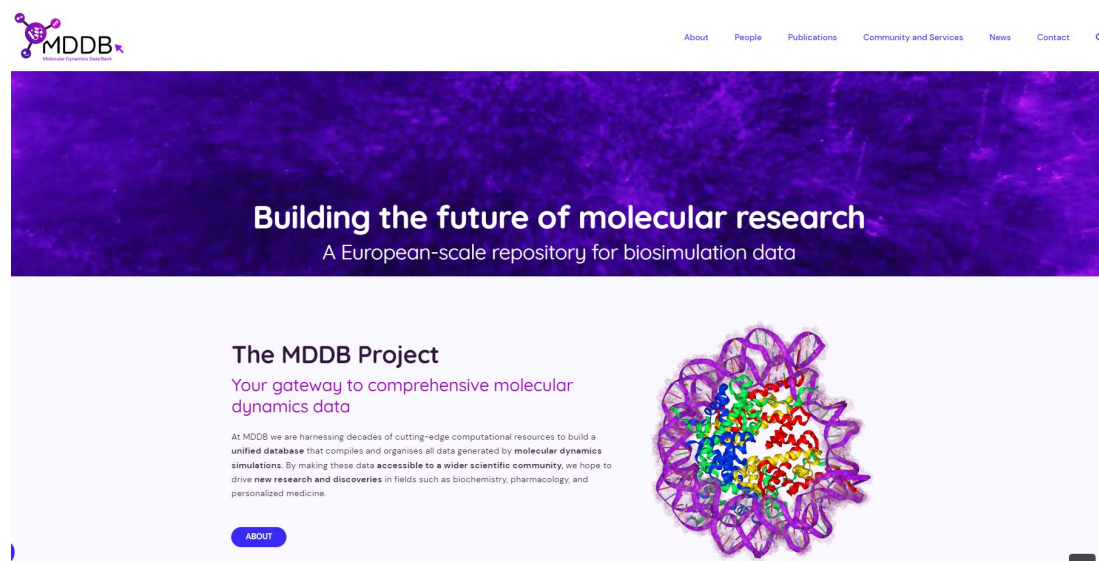


Figure 1. Home page of the MDDB website

The **“About”** section of the website (Figure 2) provides a comprehensive look at the project’s vision and objectives, while enlisting the goals defined for the project duration and the approach to be taken towards achieving them.

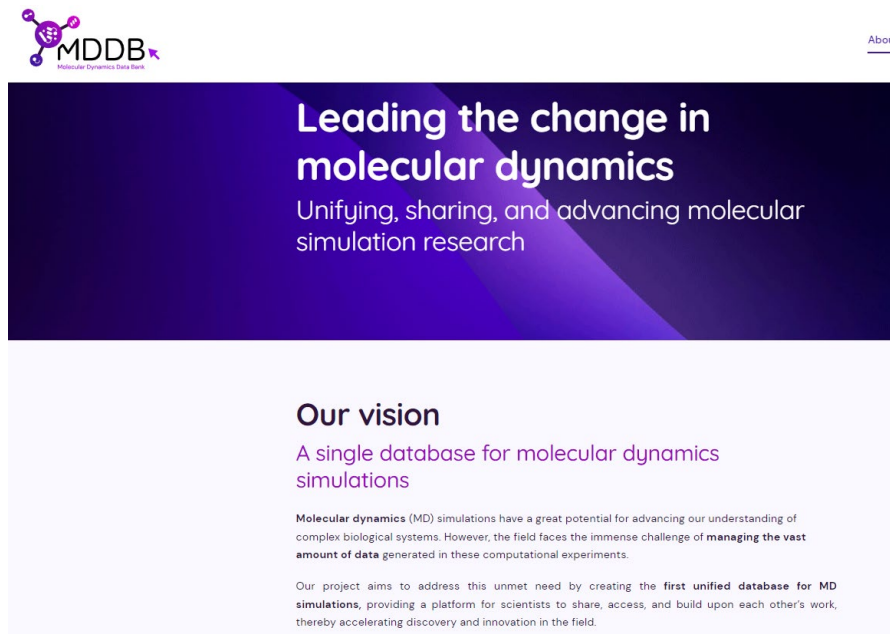


Figure 2. “About” section explains the visions and objectives of MDDB

Details about the individual partners and their role in the project are provided under the section called **“People”** (Figure 3). A dedicated section for **“Publications”** has already been created and will be updated in due time with relevant updates and project outcomes.

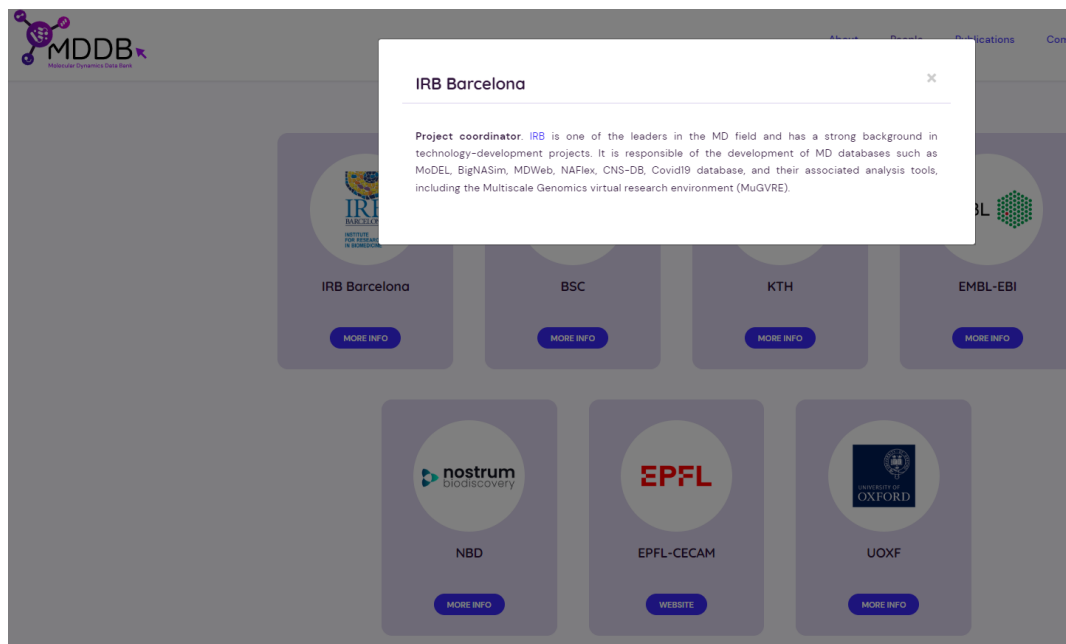


Figure 3. “People” section provides information about the project partners

The **“Community and Services”** section (Figure 4) centralizes all relevant information regarding interaction with the relevant stakeholder communities involved in the development of the MDDB infrastructure, including community events, newsletters, training workshops, webinars, collaborations, etc. The structure of this section will evolve during the project with the aim to align with the implementation of the user engagement strategy and dissemination action plan.

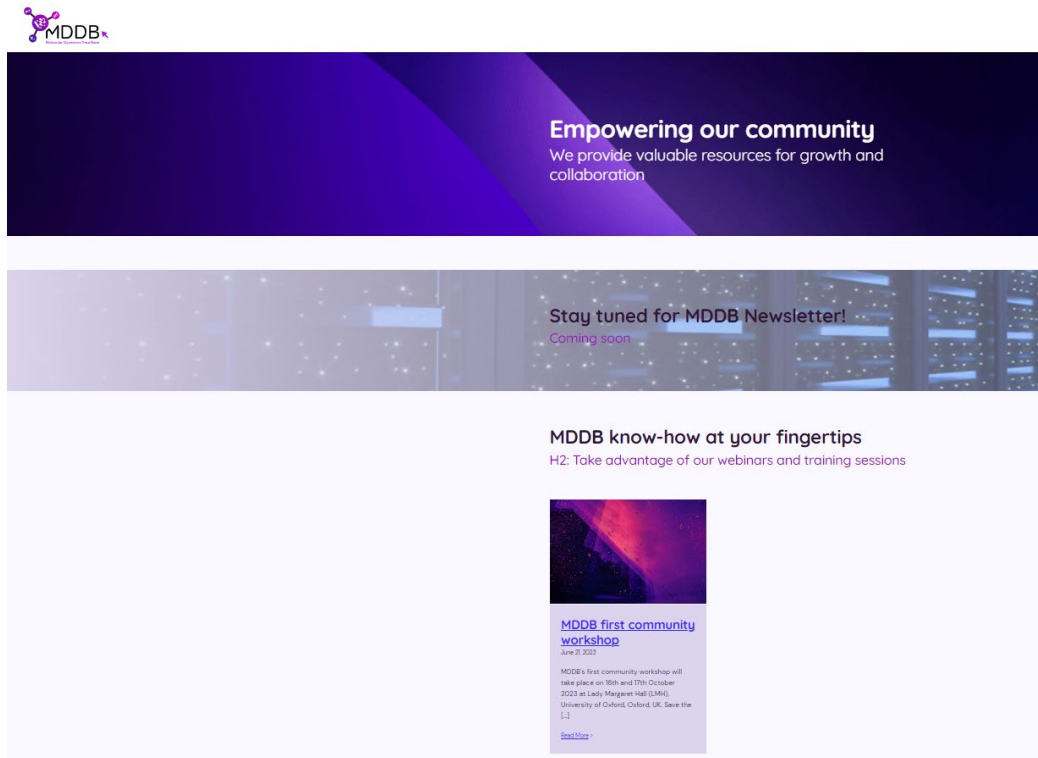


Figure 4: The “community and services” section gives access to key resources provided to the community by MDDB

The **“News”** section (Figure 5) has the main objective to highlight activities performed by or related to MDDB to a broad range of stakeholders.

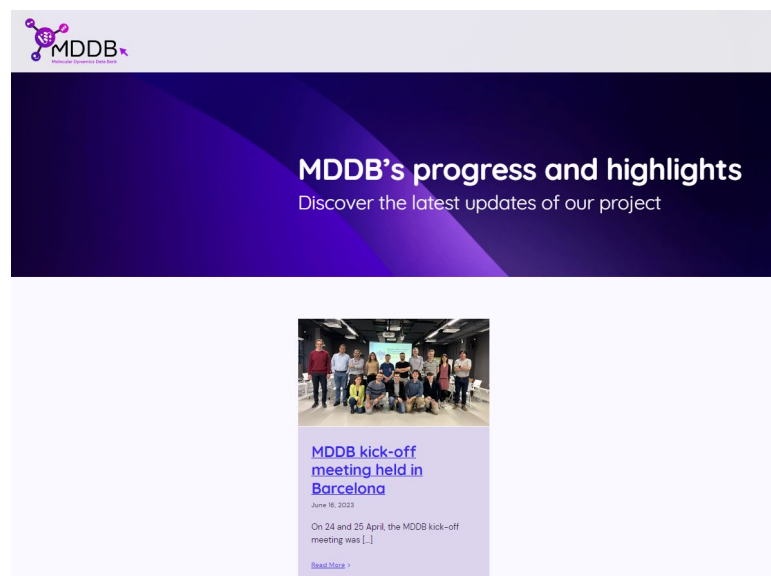


Figure 5: The “News” section highlights key MDDB-related news.

The “**Contact**” section takes the user to a form to send their messages to the project coordination team at IRB-CERCA.

The **website footer** contains information about the EU funding with the corresponding text and grant number (Figure 6). The project’s social media channels have been made accessible through handy icons highlighted in the footer.



Figure 6. Website footer highlighting the funding information and links to social media channels

2 SOCIAL MEDIA

2.1 Overview

Social media channels have been created for the MDDB project across two main platforms: Twitter and Linked In. The objectives behind the use of these channels include:

1. Reaching a wider audience beyond the project’s immediate network.
2. Engaging actively with project stakeholders given the two-way communication that the social media channels promote.
3. Providing timely updates from the project including events and news to ensure maximum impact among the target audience.
4. Fostering a sense of community and collaboration around the project.

2.2 Channels

The project’s official social media channels are:

Twitter : <https://twitter.com/mddbEU>

Linked In : <https://www.linkedin.com/company/mddbEU/>

Screenshots of the Twitter account and LinkedIn page are shown in Figure 7.

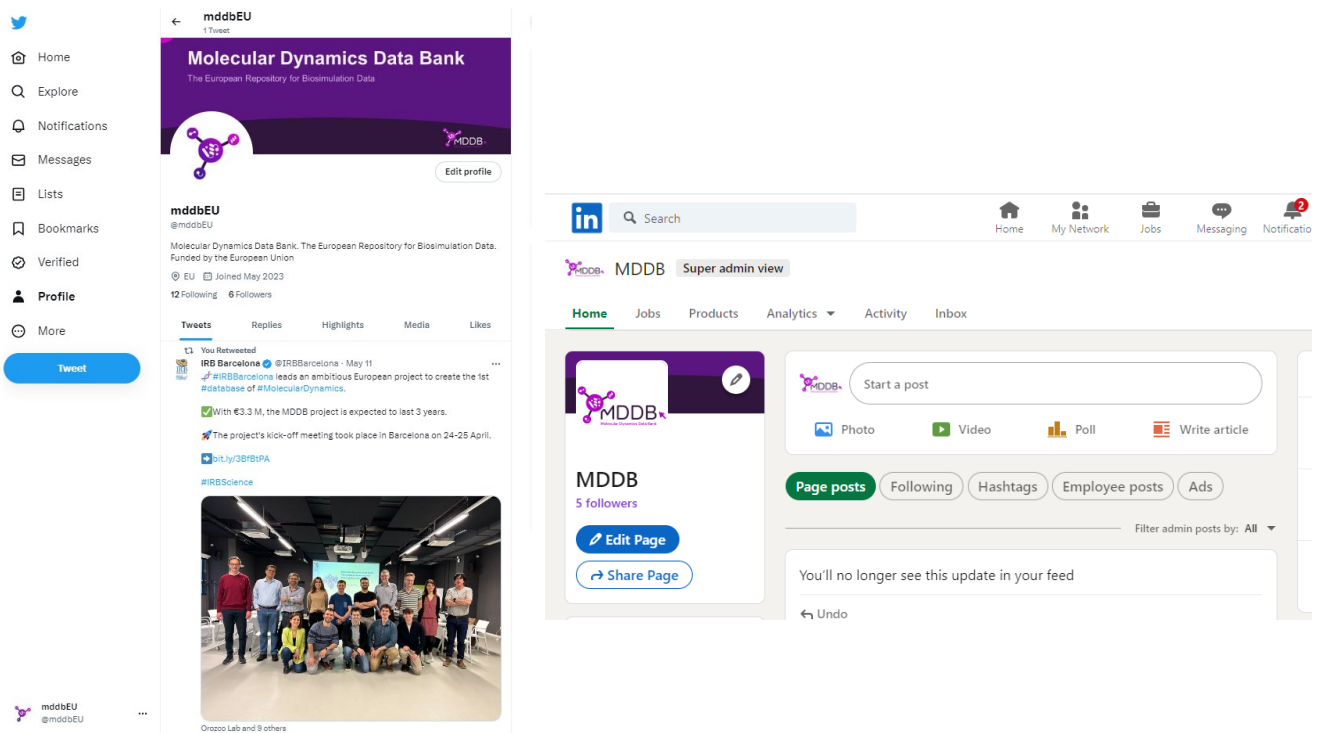


Figure 7: MDDB Twitter page and LinkedIn page.

2.3 Content management

Content and management of the project’s social media channels will be handled by IRB as the leader of WP5. A regular posting schedule will be followed where content will be planned in advance in collaboration with the different partners. Frequent engagement actions such as sharing, re-posting and commenting on related posts and updates from the network will also be a part of the content strategy behind these channels.

3 CONCLUSIONS

The MDDB project website and social media form critical components and facilitators of the project’s communication and dissemination actions. While the website will serve as the central hub for project-related information, the social media channels will augment meaningful engagement with all stakeholders and provide relevant updates about project activities, results and achievements. Regular updates to the website and social media activity will enhance the overall effectiveness of the project’s communication strategy.