# Cooperative Robots for Extreme Environments

# D8.5 CoRob-X Website & Social Media

Version 1.0

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|---|---|
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| Lead Beneficiary: | DFKI |
| Workpackages: | 8 |
| Contributing Beneficiaries | DFKI |

## Document Change Record

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| 1.0 | 19/07/21 | Tom Runge | Initial Version | |
| 1.1 | 23/07/21 | Tom Runge | Updates regarding all sections | |
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## Document Approval Sheet

| Reviewed and approved by | Organization | Date |
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## SAB Approval

| SAB Member | Approved | Date |
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## Project Consortium

| # | Participant name | Short name | Country |
|---|---|---|---|
| 1 | Deutsches Forschungszentrum für Künstliche Intelligenz GmbH | DFKI | Germany |
| 2 | GMV Aerospace and Defence SA | GMV | Spain |
| 3 | Space Application Services NV | SPACE | Belgium |
| 4 | Universite de Versailles Saint-Quentin-en-Yvelines | LATMOS-UVSQ | France |
| 5 | Magellium SAS | MAG | France |
| 6 | Airbus Defence and Space GmbH | ADS | Germany |
| 7 | Universidad de Malaga | UMA | Spain |
| 8 | SINTEF AS | SINTEF | Norway |
| 9 | Fundacion Santa Barbara | FSB | Spain |

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# 1 EXECUTIVE SUMMARY

The purpose of this document is to give a comprehensive overview about the status of the current activities regarding the website and the social media channels. This document summarizes the implementation status of the activities we have planned in [D10.2 Dissemination and Communication Plan]. This document can be seen as a living document, and it will be updated frequently when we make progress on the different activities. The document features two different sections. One section about the CoRob-X website (www.corob-x.eu) and its different sections and their content and one section about the social media channels (LinkedIn, Instagram and Twitter) and their progress.

Currently we can see that we already make good progress on the website and LinkedIn + Instagram, but we can definitely improve on the Twitter channel. Once we have picked a location for the analogue mission, we will create more content regarding the planning of the mission.

## 2   CoRob-X Website

The CoRob-X website (www.corob-x.eu) will play a central role in the dissemination and communication strategy. The website contains general information on the project, project objectives, partners profiles and the general framework within which the project is set. The public part of the website will be regularly updated to feature project progress, short news, and participation in and setting of events. It also contains links to other project channels such as Twitter, LinkedIn etc. Links to the project partners websites and other EU initiatives, previously funded projects, will be made available soon.
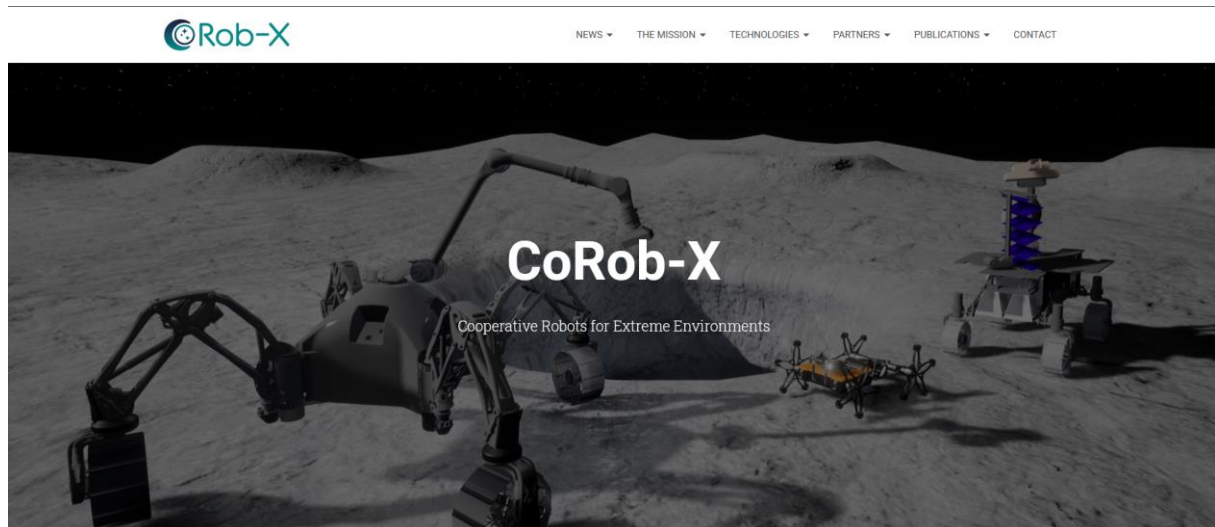


*Figure 1: CoRob-X Website ([www.corob-x.eu](www.corob-x.eu))*

The Website features five different sections, that will be described in the following chapters briefly.

### 2.1   News

The first section is the news section. Here you will find information about the latest CoRob-X news. We are planning to update this section frequently with press releases about the project progress. Furthermore, all social media channels (LinkedIn, Instagram, Twitter) can be accessed via the news section. We are currently working on a plugin to directly list the latest social media posts on this part of the website.

### 2.2   The Mission

The second section features a comprehensive overview about the three different mission scenarios:

a)  the lunar mission
b)  the lunar analogue mission
c)  the terrestrial demonstrator

Currently the subsections feature general information about the mission scenarios (e.g., the four different stages of the lunar mission) but once we have good footage from the analogue mission and the terrestrial demonstrator, we could update this section with videos and photos from the mission sites.

## 2.3 TECHNOLOGIES

The third section is all about technologies. This section will feature three different subsections:

 a) Concept
 b) Hardware
 c) Software

Our ambition was to create a comprehensive about the core technologies, that will be developed and implemented in CoRob-X. The concept section explains how the different modules will be integrated in order to create the Advanced Robotic Exploration System (ADRES). The hardware section gives an overview about the three different Robotic Explorer Units (REUs) that will be put in action during the lunar analogue mission (SherpaTT, Coyote III, LUVMI-X). The software section introduces the audience to the Technology Development Plan and the different OG Building Blocks that have been developed in previous H2020 Strategic Research Cluster (SRC) Space Robotics Technologies projects.

## 2.4 PARTNERS

The fourth section is about the different CoRob-X project participants. Each project partner is currently visible with a partner profile, giving an overview about their competences and company profile. Future plans for this section include a contact address for each partner and links to their social media profiles.

## 2.5 PUBLICATIONS

The last section is about the publications and deliverables. Unlike the previous sections, the publication section has a clear focus on project dissemination. We will use this part of the website to share results with the general public and interested researchers. All CoRob-X related publications (conference papers, journal papers) will be made available here for free access. All public deliverables shall be published here as well.

# 3 COROB-X SOCIAL MEDIA

Social networks are the perfect complement to the website to increase the outreach and spreading of project information to a wider public, which can be industrial, academic or even educational. A social

media strategy will be defined for CoRob-X within the first months of the project, so that partners are able to spread branding, information on the project, dissemination of research results, and marketing & communications activities. A frequent and regular usage is recommended to create a community engagement generating a bidirectional communication, sharing and advertising interesting scientific news and events to the community. Apart from the objectives above, social media is can also be utilized to increase the traffic on the project website using a link in the messages, where is hosted all the information about the project.

| | Elements | Target Group(s) |
|---|---|---|
| Social Media Channels | LinkedIn | All, i.e. it must be attractively created for target groups |
| | Twitter | |
| | Instagram | |
| | YouTube | |
| Application tips: The consortium members should use their own social media platforms to interact with the CoRob-X channels to increase the interaction and visibility of the projects social media channels. | | |

*Table 1: CoRob-X Social Media Channels*

The social media channels will be used to introduce the project partners and relevant project results to the followers. CoRob-X events and workshops will be promoted in social media as well. A major focus of the social media coverage of CoRob-X will be the promotion of the demonstrations. Video material will be created and circled through LinkedIn, YouTube, Twitter and Instagram. First social media channels have already been set up, further channels like YouTube will follow, once the project got material that can be shared.

## 3.1 LINKEDIN

Currently most of our social media activities take place within the professional social network LinkedIn. LinkedIn is the world's largest professional network on the internet. You can use LinkedIn to find the right job or internship, connect and strengthen professional relationships, and learn the skills you need to succeed in your career. You can access LinkedIn from a desktop, LinkedIn mobile app, mobile web experience, or the LinkedIn Lite Android mobile app.

Currently we have 37 Follower, who are reading our posts frequently. The strength of LinkedIn as a tool for research communication lies within its strong network effects. We only have a small number of people who are following our project directly but a strong network. Once a profile of one of the network partners (DFKI has for example 10.000 follower) likes or shares our posts, we also reach all their

followers. A good indicator of the strength of our network is the number of impressions. We had already over 4.000 impressions. That means our posts have been seen by more than 4.000 people already.
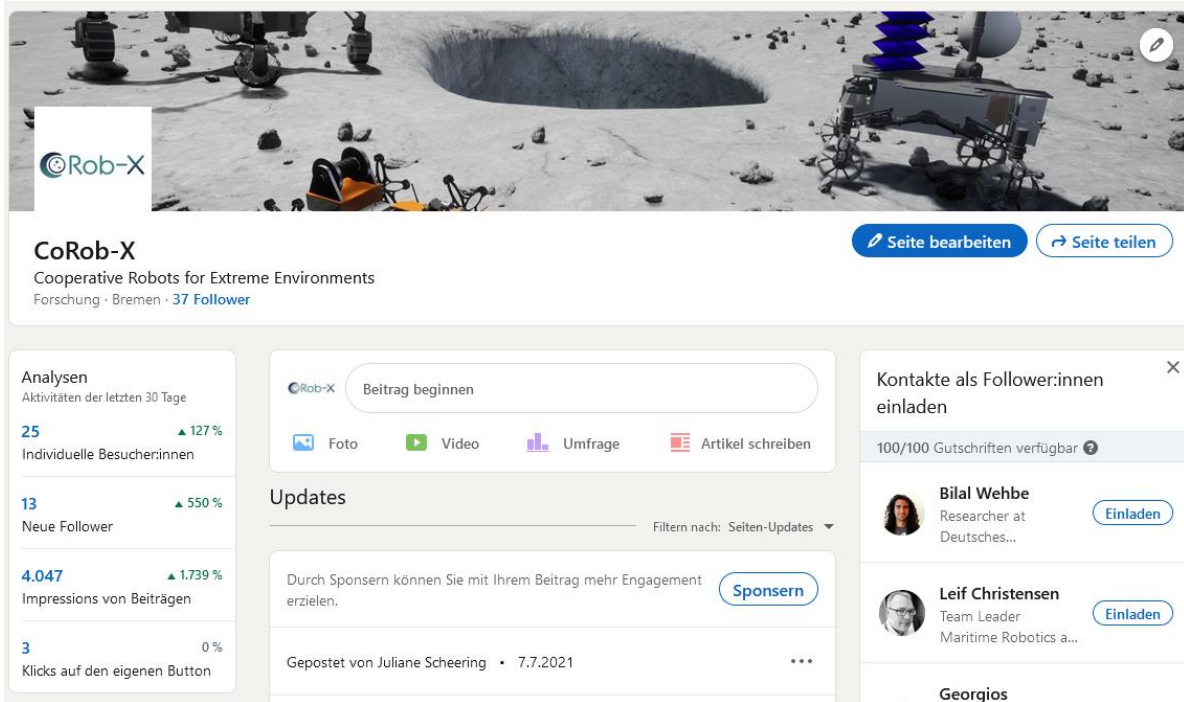


*Figure 2: CoRob-X LinkedIn Profile*

## 3.2  INSTAGRAM

Like most social media apps, Instagram allows you to follow content creators and topics you are interested in. This creates a feed on your homepage, showing recent posts from everyone you follow. You can like posts, comment on them, and share them with other people. Unlike other social media channels like LinkedIn and Twitter, Instagram is only about pictures and short videos.



*Figure 3: CoRob-X Instagram Profile and posts*

Instagram is a great addition to our communication strategy in order to address interested individuals with our video and photo content.  Currently we have 22 subscriber and trying to increase the number.

## 3.3  TWITTER

Twitter is a 'microblogging' system that allows you to send and receive short posts called tweets. Tweets can be up to 140 characters long and can include links to relevant websites and resources. Twitter users follow other users. If you follow someone you can see their tweets in your twitter 'timeline'. You can choose to follow people and organizations with similar academic and personal interests to you. You can create your own tweets, or you can retweet information that has been tweeted by others. Retweeting means that information can be shared quickly and efficiently with many people.



*Figure 4: CoRob-X Twitter Profile*

The Twitter channel is currently still under development in terms of content. It was already established in April 2021 but the focus on our current work was to get the other channels running first.