



Childhood and Adolescence
Psychopathology:
unravelling the complex etiology
by a large Interdisciplinary
Collaboration in Europe

D6.1 Website

Work Package:	WP6		
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Dissemination Level	
PU: Public	✓
PP: Restricted to other programme participants (including the Commission)	
RE: Restricted to a group specified by the consortium (including the Commission)	
CO: Confidential, only for members of the consortium (including the Commission)	



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Revision History

Object	Date	Who	Description
Creation	20/07/2017	Matteo Mauri	Design, web editing, content editing, graphic editing of CAPICE website.
Revision	30/07/2017	Matteo Mauri	Website release First draft of this document.
Revision	01/11/2017	Vassilios Fanos, Hema Sekhar Reddy Rajula, Patrizia Baire	Social channels creation. Content editing support and promoting the CAPICE website through social channels such as Facebook, LinkedIn, Twitter and YouTube. Second draft of this document.
Revision	05/12/2017	Vassilios Fanos, Hema Sekhar Reddy Rajula, Patrizia Baire, Matteo Mauri	Involvement of the ESRs of the consortium in the dissemination activities (regular contribution of blog posts of the CAPICE website, regular contributions to the social channels)
Final version	12/12/2017	Matteo Mauri	Final release of the present document.

Disclaimer:

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Summary:

The point of this report is to show the digital dissemination material produced in the first months of the CAPICE project. This record describes also the project graphical identity (project logo, templates for presentations). This report focuses mainly on the CAPICE official website's content sections and presents the integration of social networking features, and the content update mechanism. This archive also provides a short overview of the platform and methods used for its development.

Keywords:

Dissemination, Logo, Website, Social media channels.

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Definitions and acronyms

DM	Dissemination Manager
DOW	Description of Work
ESR	Early Stage Researcher
MT	Management Team
PC	Project Coordinator
SC	Scientific Coordinator
UNICA	University of Cagliari

1. Introduction

One of the most important objectives declared in the CAPICE's proposal was the preparation of appropriate material, useful to disseminate at best the consortium activities.

A project's logo was designed and created by the University of Cagliari. Standard templates for deliverables and presentations have been released to the whole consortium and can be used during conferences, meetings and other events.

The official project's website, one of the main objectives of the Work Package 6, has been designed and published before month 6 (July 2017). It can be accessed from www.capice-project.eu and its main goal is to maximize the impact of the project, making all project's activities and results visible and accessible to the research community. In order to achieve this goal, the site has been developed with social networking features with the hope of reaching the wider research community and general public as well.

The following pages collect some examples of the material developed and to be used in the next years of project.

2. Project graphical identity

In order to create a project graphical identity for the website and the contents that it will contain, the following material has been produced.

2.1. Project logo and website header

A **project logo** has been designed at the University of Cagliari with the purpose of communicating the feeling of freedom and mental health. It is shown in the picture below.



Figure 1 – CAPICE logo

Several versions of the logo have been considered before releasing the chosen one. Some of them are presented below.



Figure 2 – Evolution of the project logo

The project logo has been used to create the website's official header (below) and the standard templates for presentations and deliverables (next paragraph).

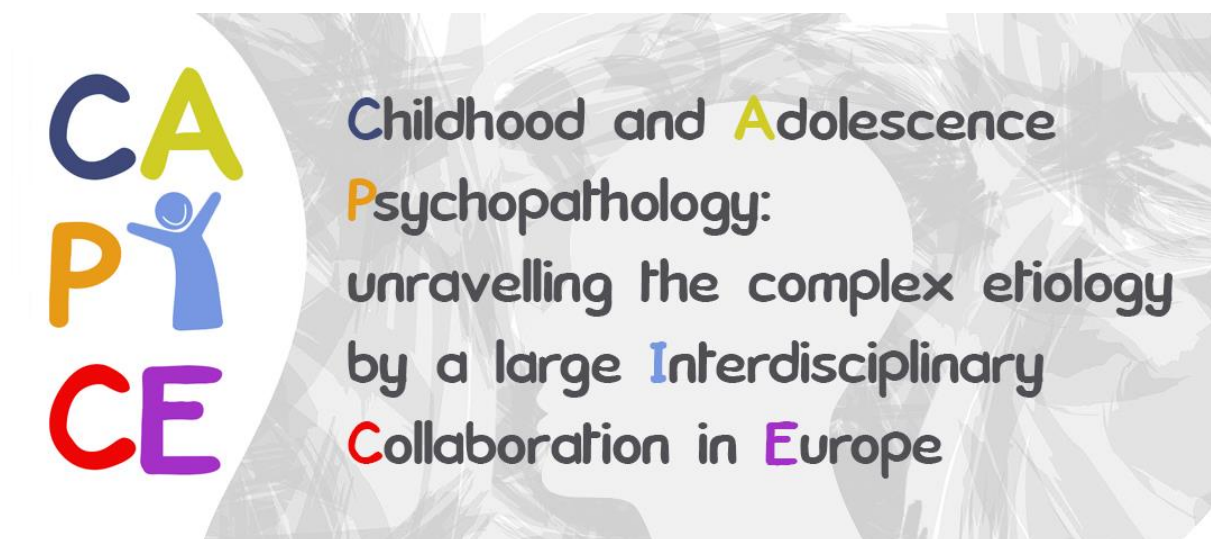


Figure 3 – Use of a version of the logo in the main slider of the website


2.1. Standard templates for presentations and deliverables

A **standard template for official CAPICE's presentations** has been released to the whole consortium and it is shown in the picture below.



Figure 4 – Template for presentations

The **standard template for official CAPICE's deliverables** has been released and it is the one used in the present document. It is shown in the picture below.



Childhood and Adolescence
Psychopathology:
unravelling the complex etiology
by a large Interdisciplinary
Collaboration in Europe

<Deliverable full name here>

Work Package: <WP here>

Lead partner: <Lead Partner name and short code here>

Author(s): <Authors name and surname here>

Submission date: <submission date here>

Version number: 0.1 Status: Draft

Grant Agreement N°: 721567

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Figure 5 – Template for deliverables

3. Website

In the following pages, we will describe the CAPICE website as it was at the time of the delivery of this document. We will describe:

- tools used to create the website;
- contents and features of the CAPICE website;
- *web standards* that the CAPICE website adheres to.

As the website's goal is mainly intended to raise awareness about the project activities, the public website's main target is non-specialists people. Hence, the language used is non-technical.

3.1. Location and hosting of the website

The website is visible from the URL www.capice-project.eu.

The domain is managed by the WP6 Leader, UNICA.

The website is hosted by Aruba hosting platform (<https://www.aruba.it>), an Italian Internet service provider.

CAPICE website is using the following *software stack*:

- Linux as the operating system;
- Apache as the web server;
- MySQL as the database backend.

3.2. Technical development and CMS

The website has been developed using the open source Content Management System (CMS) “Joomla!”, version 3.7.

Joomla! is written in PHP, and uses object-oriented programming (OOP) techniques and software design patterns, stores data in a MySQL, MS SQL, or PostgreSQL database; it includes features such as page caching, RSS feeds, printable versions of pages, news flashes, blogs, search, and support for language internationalization. It is estimated to be the second most used content management system on the Internet, after WordPress.

People involved in the development of the website:

- Matteo Mauri (UNICA): design, web editing, content editing, graphic editing;
- Vassilios Fanos (UNICA): content editing support;
- Hema Sekhar Reddy Rajula (UNICA): promoting CAPICE website through social channels, blog posts and content editing support;
- Patrizia Baire (UNICA): content editing support;
- Christel Middeldorp (VU University Amsterdam): content editing support;
- Natascha Stroo (VU University Amsterdam): content editing support;

3.3. Website general structure

The website is organized as indicated in the following figure.

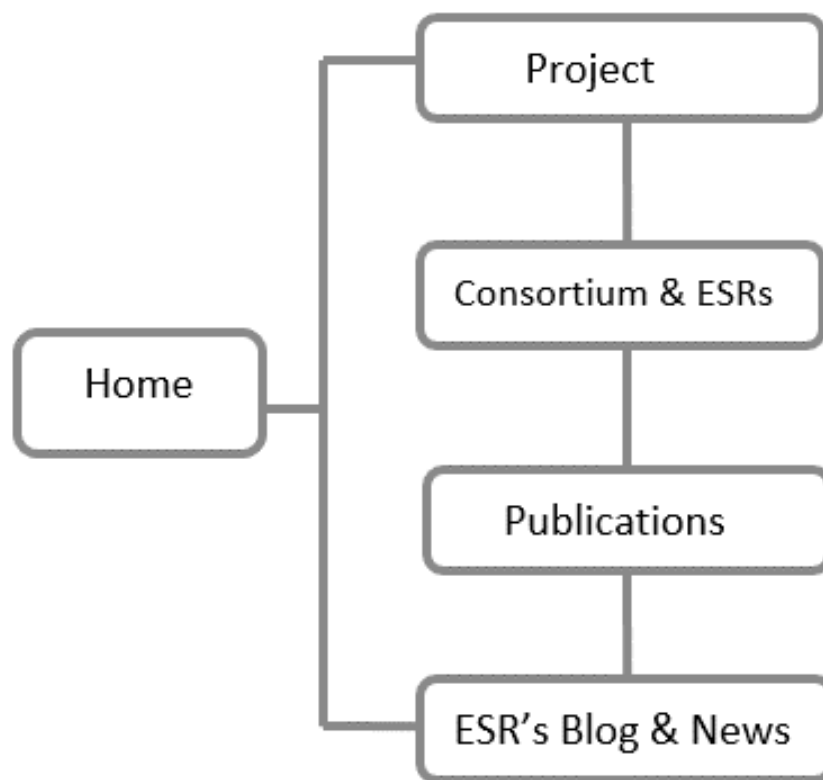


Figure 6 – Website navigation tree

The layout of the website is composed of:

- A header, which displays the CAPICE logo and contains a main slider and a navigation bar, displaying the navigation menu.
- The main body, displaying the main content's page (different in every page and often divided in several sub-sections).
- A footer area that contains Social media channels buttons ("Get in touch"), options to join the project's Newsletter, and short information about the project consortium and the partners.

This layout is represented in the following picture.

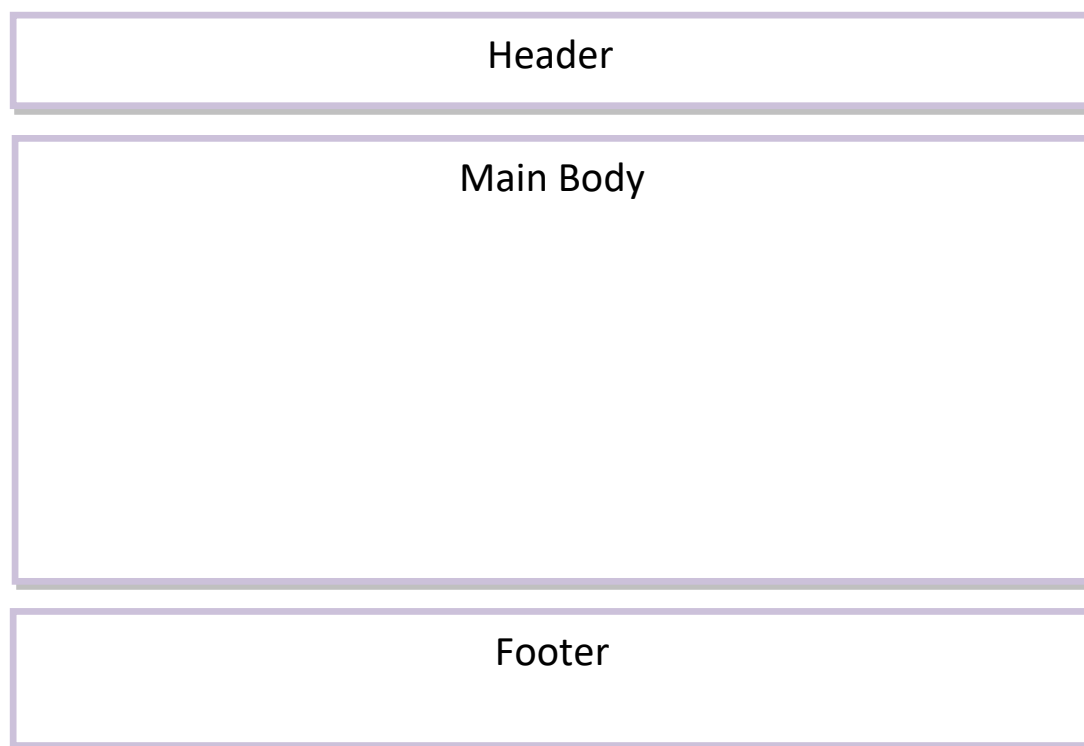


Figure 7 – Website layout

3.4. Contents of each section

In the following tables we will briefly present each section of the CAPICE website. At the moment, the main goal of the website is to provide information on the project and its goals while facilitating interested parties to get in touch with the project. Of course, the website will be a work-in-progress throughout the duration of the project. It will be constantly populated with information about events, as well as talks, publications and news.

A particular section of the website hosts a “Research blog” where ESRs will describe, through articles or podcasts, the progress of their research to the general public, patients, parents and policy makers. Video material on the research findings will also be uploaded in this blog.

Table 1 – Homepage

This section contains a slideshow with an introduction to the project.

A block hosts the last articles written by the ESRs or by the Dissemination manager (including events, media, latest news).

The primary goal of the **Home** section is to provide a quick overview of the project.

A screen capture of the home page is shown in the figure on the right.

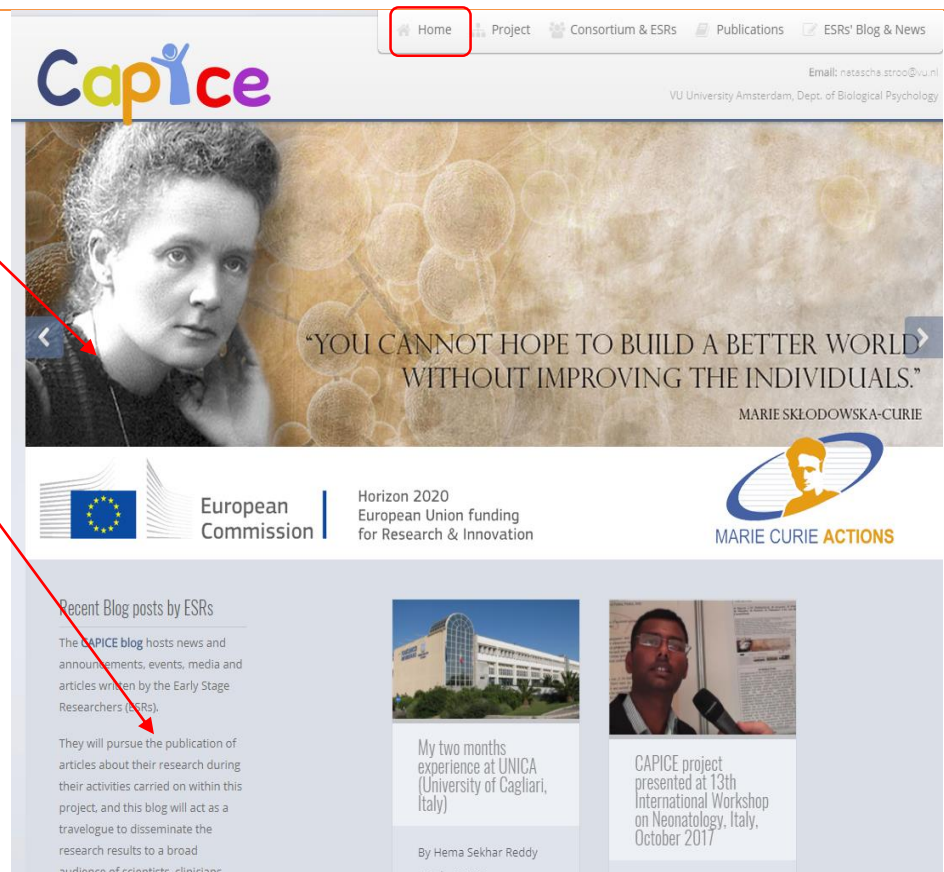


Table 2 – “Project” page

This section contains a description of the project’s objectives, an overview of the different work packages and the interconnections between the various WPs.



Table 3 – “Consortium & ESRs” page

This section provides information about the partners of the CAPICE consortium.

All the partners' information and members profiles have been included in sub-sections directly accessible from the main menu (second level of the menu), so that visitors can have a clear view of the consortium, the scientific supervisors, the stage researchers.

Project consortium

The project relies on a large body of competences, since it comprises 10 partners, from 4 different countries: VU University Amsterdam, Erasmus University Medical Centre Rotterdam and University of Twente (Netherlands); King's College London, University of Bristol and Imperial College of Science, Technology and Medicine (UK); University of Gothenburg, Karolinska Institutet and Janssen-Cilag AB - pharmaceutical companies (Sweden); University of Cagliari (Italy).

Browse the partners details, the scientific supervisors and ESRs profiles from the main menu (top-right of each page).

Consortium & ESRs

VU University Amsterdam
King's College London
University of Gothenburg
University of Bristol
Erasmus University Medical Centre Rotterdam
Karolinska Institutet
University of Twente
University of Cagliari
Imperial College London
Janssen-Cilag AB

VU University Amsterdam - VU University Medical Center. The Netherlands

VU University Amsterdam - Department of Biological Psychology

VU Scientific Supervisors

Prof. Christel Middeldorp
MD, PhD, Project coordinator

VU ESRs

Onwonusola Akingbowa
PhD candidate

Prof. Meike Bartels
PhD, Full professor

Eshim Shahid
PhD candidate

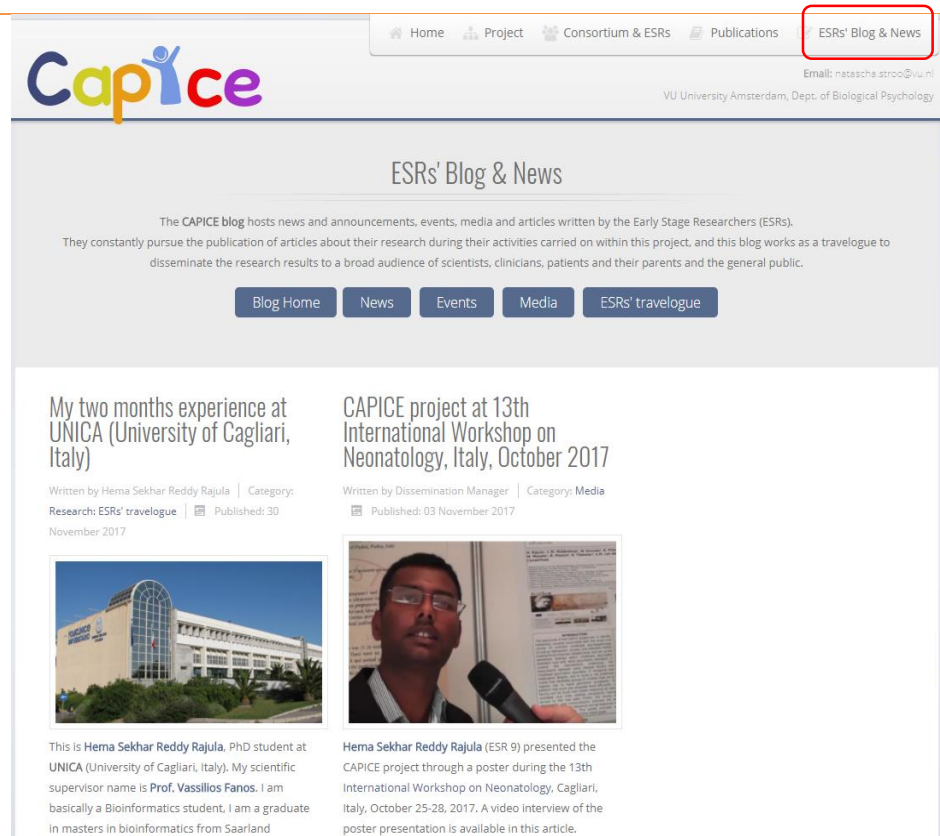
Table 4 – “Publications” page

This section will be populated with the publication of the project. At the moment the page contains an abstract published by the *JPNIM Journal*, with acknowledgement of the CAPICE project.



Table 5 – “ESR’s Blog & News” page

The CAPICE blog shows news and announcement, events, media and articles written by ESRs and by the dissemination manager. The ESRs will constantly pursue the publication of articles about their research during their activities carried on within CAPICE project, and this blog works as a travelogue to disseminate the research results to a broad audience of scientists, clinicians, patients and their parents as well as the general public.



3.5. Notes on social networking

Social networks are useful to promote contents and products developed within the project, and to disseminate the research results to a broad audience of scientists, clinicians, patients and their parents and the general public. Social networking channels such as Facebook, Twitter, YouTube and LinkedIn, have been created, and the social channel buttons are currently displayed on the website (footer area).



Figure 8 – Social channels buttons in the website

3.5.1. YouTube

YouTube is one of the web platforms to promote the website and the project's activities. We created the YouTube channel for the CAPICE project (available following this url: <https://www.youtube.com/channel/UCGg8uIHHE69IlcHoYCjwKg/videos>).

At the moment the channel hosts 1 video. Other videos will be uploaded and shared during the project lifetime.

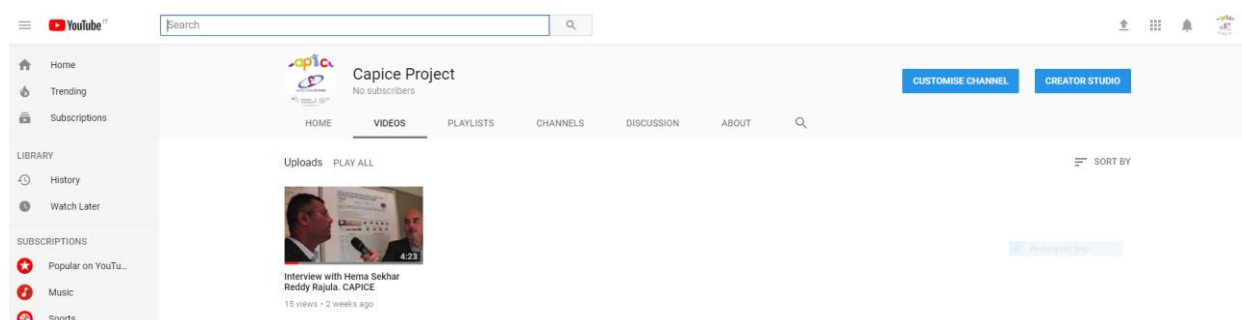


Figure 9 – CAPICE's Youtube channel

3.5.2. Facebook

Facebook is a powerful social channel to promote the website and the project's activities. We created the Facebook page for the CAPICE project (available following this url: <https://www.facebook.com/CapiceProject/> or typing the tag **@CapiceProject** in the search bar of the platform). All ESRs, scientific supervisors and co-supervisors, project manager and project coordinator, have been invited to join this page. This page will host CAPICE pictures, videos, events, news and workshops/training sessions etc.



Figure 10 – CAPICE's page on Facebook

3.5.3. Twitter

Twitter is also a powerful social channel to promote the ESRs activities. The Twitter channel of the project is available following this url: https://twitter.com/capice_project (or typing the tag **@capice_project** in the search bar of the platform). At the moment this channel have 6 followers and 4 tweets. It will be constantly updated during the project lifetime.



Figure 11 – CAPICE’s profile on Twitter

3.5.4. LinkedIn

LinkedIn is a business and employment-oriented social networking service that operates via websites and mobile apps. It is a good platform to establish connection with scientists, clinicians and other stakeholders. The CAPICE’s LinkedIn page is available following this url: <https://www.linkedin.com/company/11351041/>

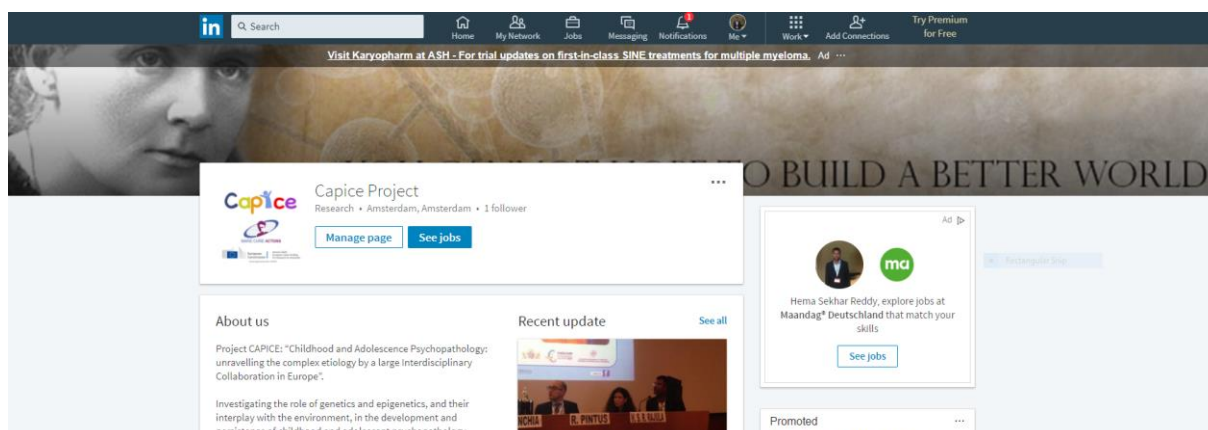


Figure 12 – CAPICE’s page on LinkedIn

3.6. Google Analytics

The website has been registered with Google Analytics by University of Cagliari on July 2016 (after the website releasing), in order to measure its impact and effectiveness. This allows the consortium to record and report information such as the number of visitors and sessions within a selected date range, the geographic distribution of visitors and the popularity of various links and sections. Google Analytics can help to improve its website and learn more about its visitors' experience.

Some data from the traffic monitoring and some screenshot of the CAPICE Google Analytics dashboard are illustrated in following pictures; date range: **27 July – 10 December**.

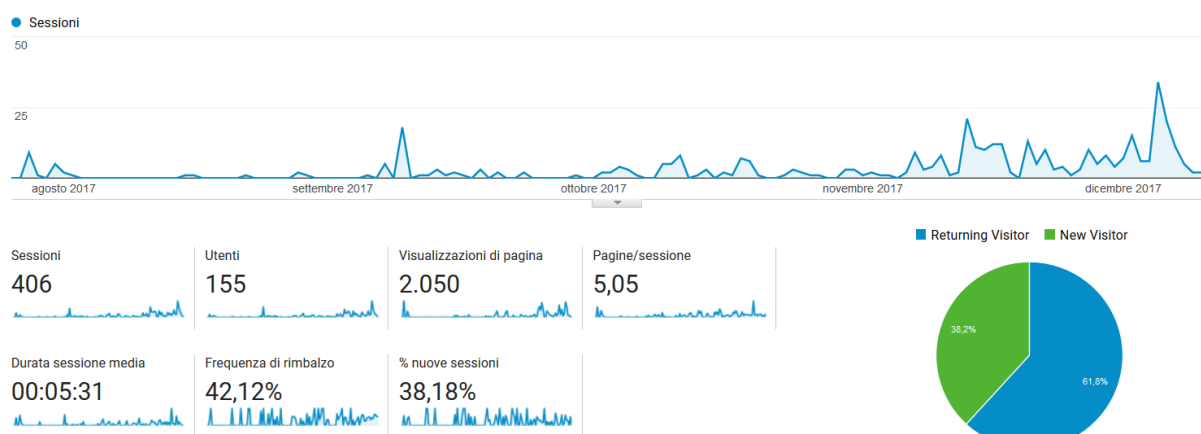


Figure 13 – CAPICE's analytics dashboard

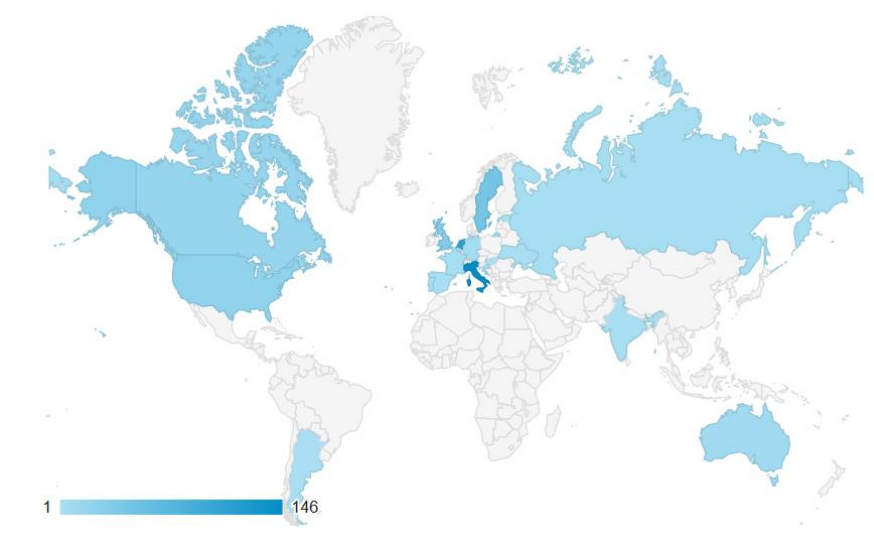


Figure 14 – Geographical distribution of the visitors. 19 countries reached


Paese	Sessioni	% Sessioni
1.  Italy	146	 35,96%
2.  Netherlands	103	 25,37%
3.  Sweden	47	 11,58%
4.  United Kingdom	33	 8,13%
5.  United States	23	 5,67%
6.  Canada	18	 4,43%
7.  Australia	9	 2,22%
8.  Belgium	7	 1,72%
9.  Germany	5	 1,23%
10.  France	3	 0,74%

Figure 15 – Geographical distribution of the visitors. Top 10 countries





Città	Sessioni	% Sessioni
1. Cagliari	64	 15,76%
2. Amsterdam	64	 15,76%
3. Assemini	56	 13,79%
4. Kingston	18	 4,43%
5. Bristol	17	 4,19%
6. Enschede	17	 4,19%
7. Sassari	15	 3,69%
8. Rotterdam	15	 3,69%
9. Stockholm	15	 3,69%
10. Gothenburg	15	 3,69%

Figure 16 – Geographical distribution of the visitors. Top 10 cities











Titolo pagina	Visualizzazioni di pagina	% Visualizzazioni di pagina
1. Home	538	 26,24%
2. ESRs' Blog & News	269	 13,12%
3. Project	143	 6,98%
4. VU University Amsterdam	121	 5,90%
5. University of Cagliari	104	 5,07%
6. University of Bristol	87	 4,24%
7. King's College London	85	 4,15%
8. University of Gothenburg	71	 3,46%
9. University of Twente	70	 3,41%
10. Consortium & ESRs	63	 3,07%

Figure 17 – Users' behaviour. Top 10 visited pages

3.6.1. Integration with newsletters and mailing list

The website has been integrated with a newsletter system and the domain www.capice-euproject.eu is integrated with a mailing list system (the subscription form is available in the footer area of each page of the website). These tools will be critical to reach stakeholders and researchers during the next years of activities.

4. Conclusions

In this document, we presented the CAPICE project's logo and website.

We provided a description of the website sections and contents and outlined the social networking channels (Facebook, Twitter, YouTube and LinkedIn) which we have integrated into the website. Furthermore, we provided an overview of the components and methodology we used to deploy the website. We also detailed its software and hardware hosting environment.

Lastly, we should cite that at the time of writing of this document, the CAPICE website was already capable to provide the functionality requirements that had been laid out in the project's description and proposal. However, in addition to the existing commitment to keeping the CAPICE website running and up to date, the consortium will continue looking through the whole remaining course of the project for features that could be integrated to it, in order to provide an enhanced experience to the visitors.