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## List of Acronyms

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Abbreviation / acronym	Description
EC	European commission
R&D	Research and Development

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## Executive Summary

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This document describes the PALANTIR project's plans for its digital presence as well as giving an overview of the project's website, its technologies and the social medial accounts that will be used to spread the most important news and achievements. Furthermore, this deliverable will define a common understanding of the procedures that will be followed by the project team in order to provide a continuous high-quality communication channel with the general public.

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# 1. Introduction

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This deliverable describes the digital presence plan, and its implementation, for the PALANTIR project. The main purpose of this document is to offer a bird's eye overview of the project website, its structure, and a brief overview of its technical details. In addition, we also described our digital dissemination vectors through various social media platforms.

This deliverable is structured as follows:

- Chapter 2 “Strategy” describes the main plans that the PALANTIR’s project will follow for its digital presence and dissemination and it discusses also the expected target audiences;
- Chapter 3 “Implementation” briefly introduces how we implemented the strategy for the project’s digital presence, as introduced in Chapter 2;
- Chapter 4 “Website” gives an overview of the project’s website and its major technologies;
- Chapter 5 “Social media” briefly discusses the social media accounts that will be used to spread the project’s results and most important achievements;
- Chapter 6 “Conclusion” presents the conclusion of this document.

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## 2. Strategy

This section presents the project strategy for its digital presence, by means of the project website and also accounts on well-known social media websites, focusing in particular on the dissemination of the project's results to the public. In particular, we have structured a three-fold strategy, for each of the possible target audiences that may be interested in the project results:

1. The **first target audience** is the general public which is interested in cybersecurity, while not having a deep technical knowledge in this field. For this target audience, we provide a set of web pages with general information regarding the project objectives and the developed technologies.
2. The **second target** are cybersecurity researchers, employed either in academia or in the R&D of cybersecurity firms. In particular, we target researchers involved in other EC-funded projects in the cybersecurity field, in order to foster inter-project collaboration and exchange of scientific results. We will target such experts by providing a technical description of the technologies and solutions developed in the project with both dedicated website pages and links to the project's public deliverables. We will also present the results of dissemination activities to the scientific community, such as presentations in conferences and articles in scientific journals.
3. Finally, **the third target audience** are companies providing cybersecurity solutions to the public, such as consultancy firms, which may be interested in partnerships with the project's industry partner, in order to include the solutions developed in the project amongst their offer to clients. As previously stated, we will describe such solutions in dedicated pages of the project website, and we will also provide the contact details for the key personnel of each project partner.

This strategy will also apply to the creation of contents for the project's social media accounts, to improve the ability of the project in reaching the aforementioned target audiences.

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## 3. Implementation

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This section presents how we have implemented the project's strategy for digital presence, presenting the main architectural choices behind the development of the project's website. In particular, we have organized the latter in the following macro-areas:

- *Home*: provides basic information about the project;
- *The Project*: presents the project's objective and technologies to the general public. It contains the following subsections: *Mission*, *Objectives*, *Technologies* and *Collaboration*;
- *Deep Dive*: provides technical information to cybersecurity experts, with descriptions of the project's general architecture, the use cases, and of the project's results. It contains the following subsections: *Work Packages*, *Architecture*, *Use Cases* and *Impact*;
- *News*: contains regular updates on the project's activities, in order to engage all the target audiences;
- *Consortium*: presents the partners involved in the project, and also contact details for key personnel of each partner, as per the strategy pertaining the business audience;
- *Documents*: targets mainly cybersecurity researchers, by providing access to the project's public deliverables, and also to scientific papers and conference presentations stemming from the research carried within the project.

Regarding social media, we have set up accounts for the LinkedIn and Twitter social media websites. LinkedIn, being more work-oriented, will be used to target security researchers and companies, while Twitter will be used to engage the general public.

### 3.1 Content creation and sharing

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All partners will be involved in the creation of contents for both the website and the social media accounts, while POLITO will manage the publication of such contents. For example, partners will be expected to provide the description of outcomes of their activities in the project. Internal project communication will ensure that the appropriate focus will be given to the most important project's results.

Furthermore, partners will use their own digital presence resources to further reach target audiences. For example, links to the project website may be included on the partners' websites, and the project's social media accounts posts may be diffused using the partners' social media accounts (e.g., using retweets on the Twitter platform).

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## 4. Website

### 4.1 Overview and Design principles

The website is the main tool for dissemination and stakeholder engagement. We built the PALANTIR website envisioning a simple and clear structure which fosters contents and information accessibility. Figures and text on every page have been balanced to make the final result captivating for the final user. Moreover, contents aim to be clear and understandable by non-specialist audiences. Nevertheless, references and links are provided for the technical reader in order to examine in depth the project and its details. As the main tool for dissemination, we have embedded links to social media accounts, a subscription form to the PALANTIR's newsletter, and a description of all partners on the website. In the following subsections, we will discuss all constituent pages and their functionalities as well as the technologies used for website development.

### 4.2. Website structure

#### 4.2.1 Home

This is the homepage of PALANTIR's website which is reachable via the following link: [www.palantir-project.eu](http://www.palantir-project.eu) (Fig. 1).

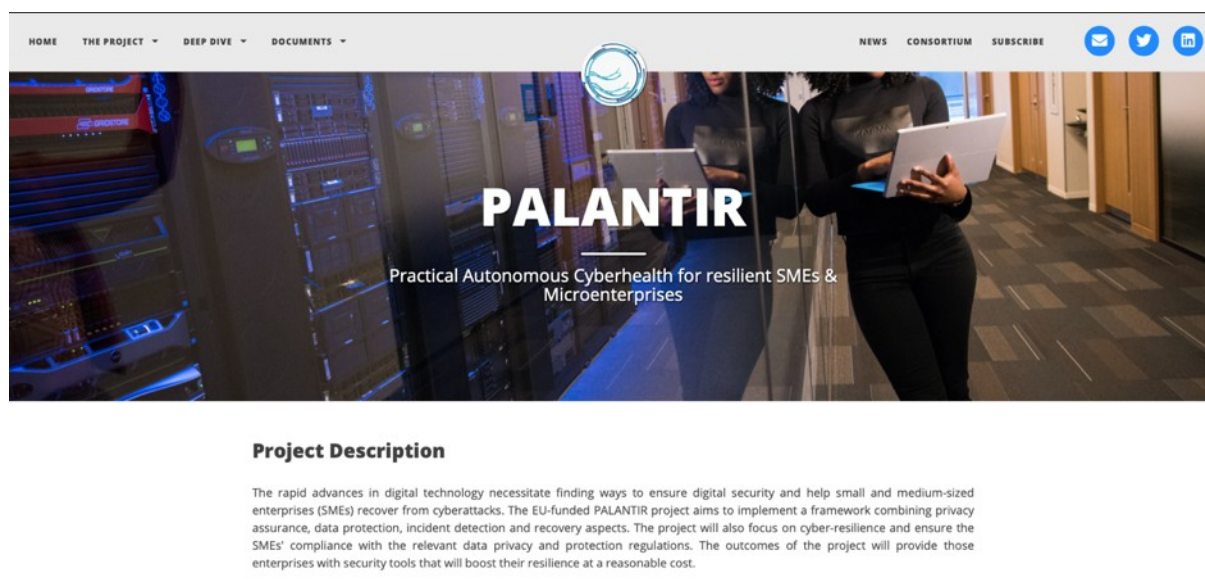


Figure 1: Home page (top).

In this page it is possible to find an overview and general info about the project (Fig. 2).

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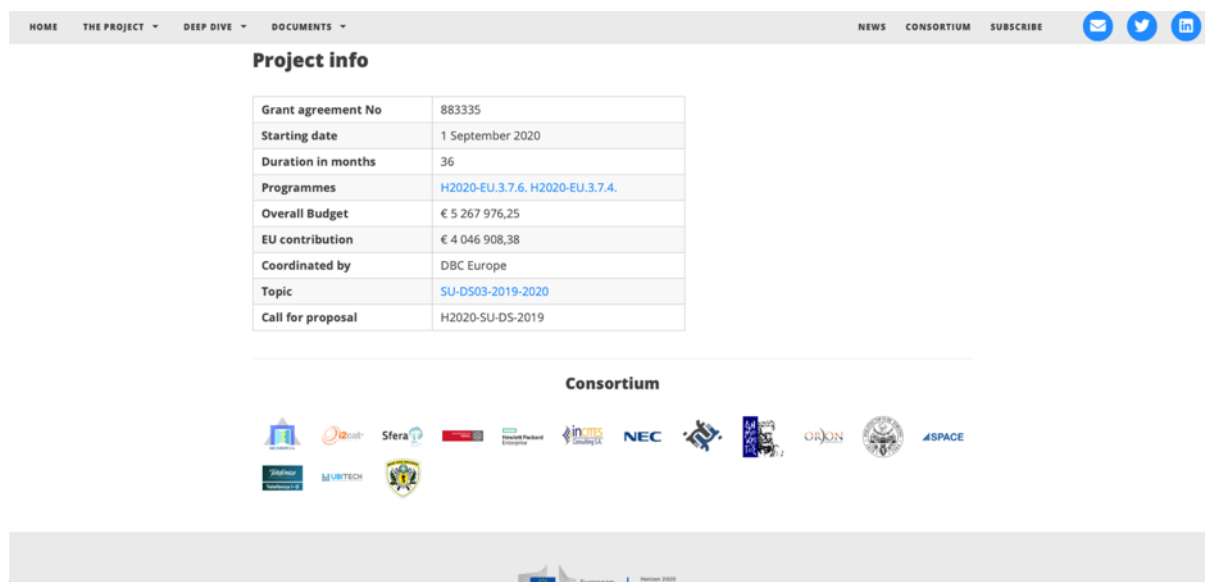


Figure 2: Home page (bottom).

## 4.2.2 The project: Mission

The *Mission* page describes the vision of PALANTIR consortium.

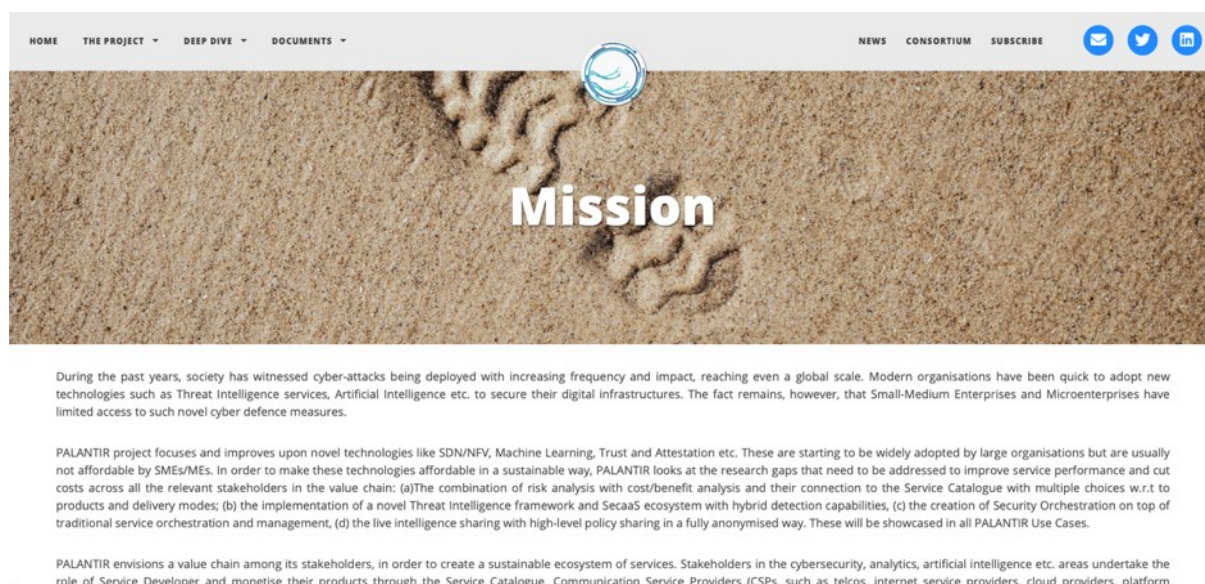


Figure 3: Mission page.

## 4.2.3 The project: Objectives

The objectives and the aim of PALANTIR project has been described in the *Objectives* page, depicted in Fig. 4.

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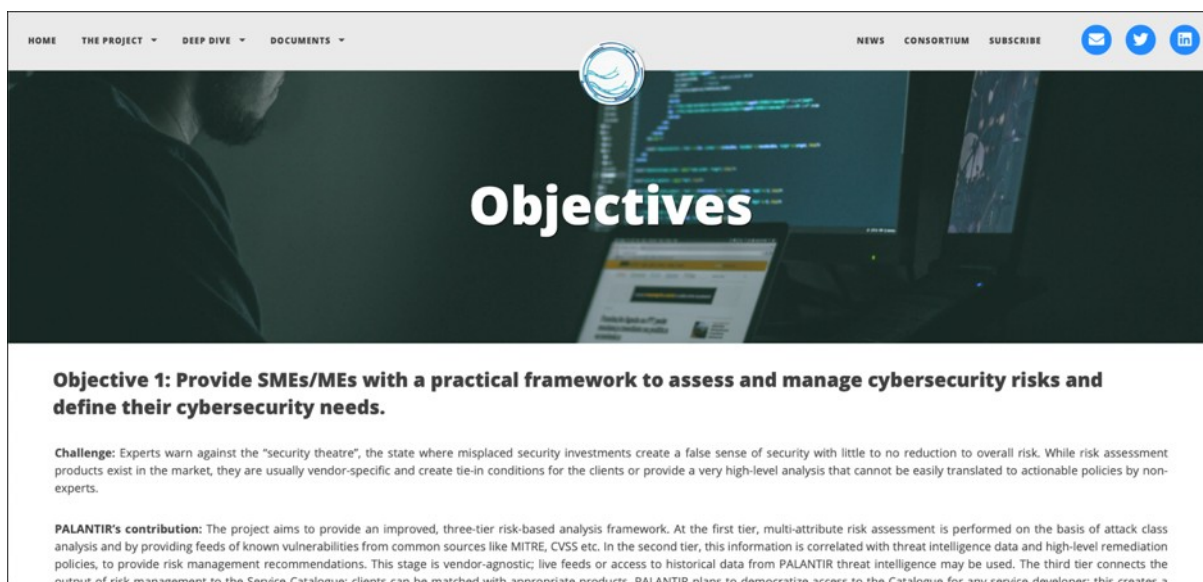


Figure 4: Objectives page.

#### 4.2.4 The project: Technologies

The technologies that are pivotal within the scope of PALANTIR are introduced in this section (Fig. 5).

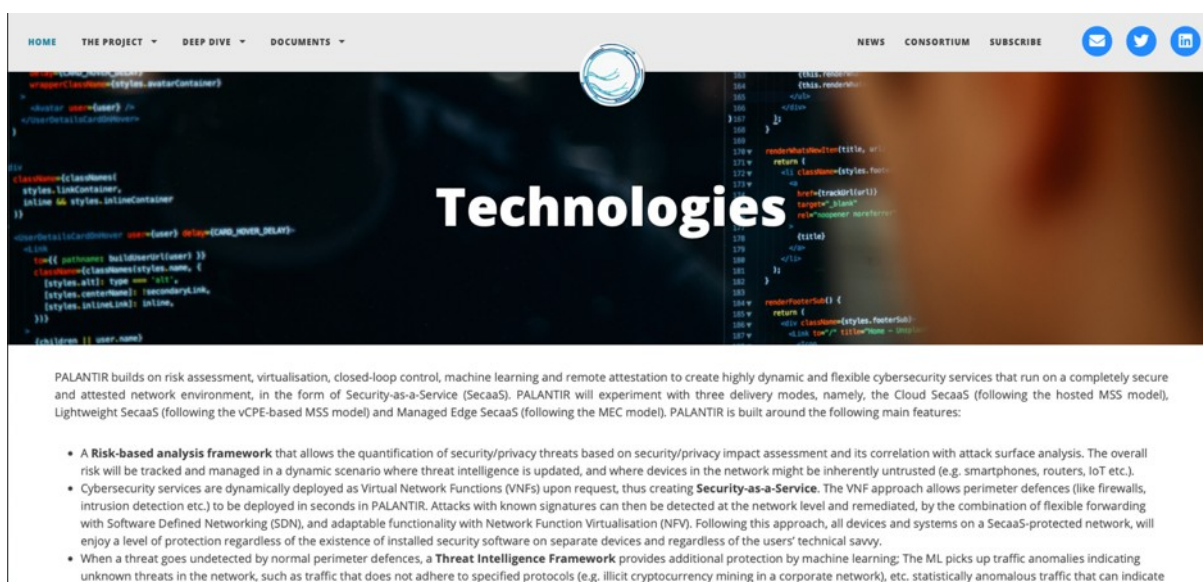


Figure 5: Technologies page.

#### 4.2.5 The project: Collaboration

In this web page there is a list of projects with potential relevance to PALANTIR along with a brief description (Fig. 6).

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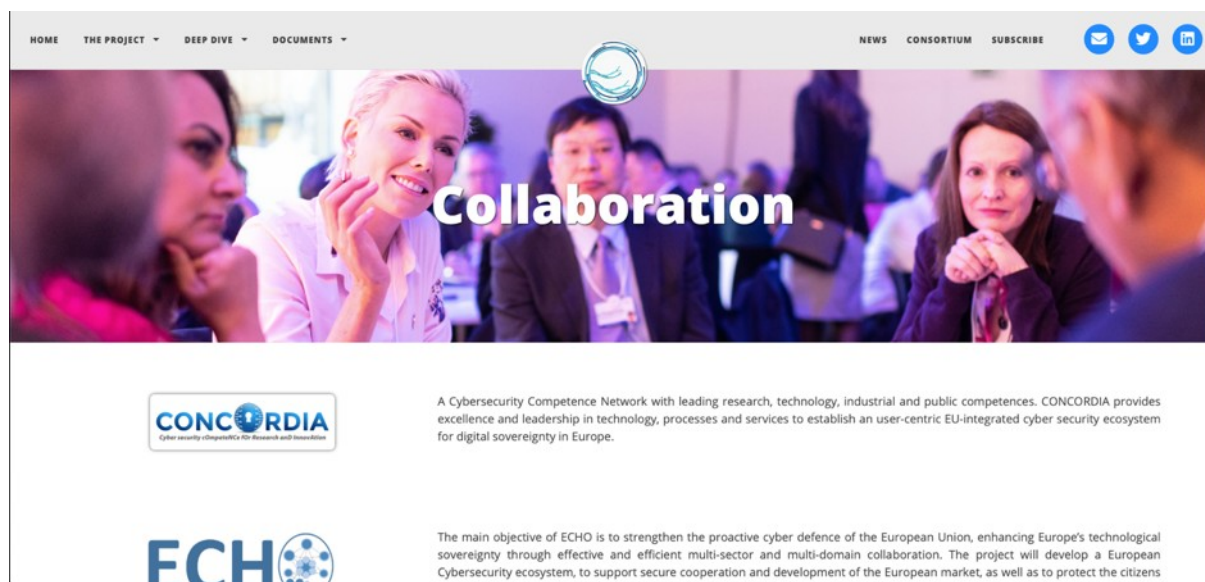


Figure 6: Collaboration page.

#### 4.2.6 Deep Dive: Work Packages

The work of PALANTIR has been split in 8 Work Packages. A description of these WPs is presented on this page.

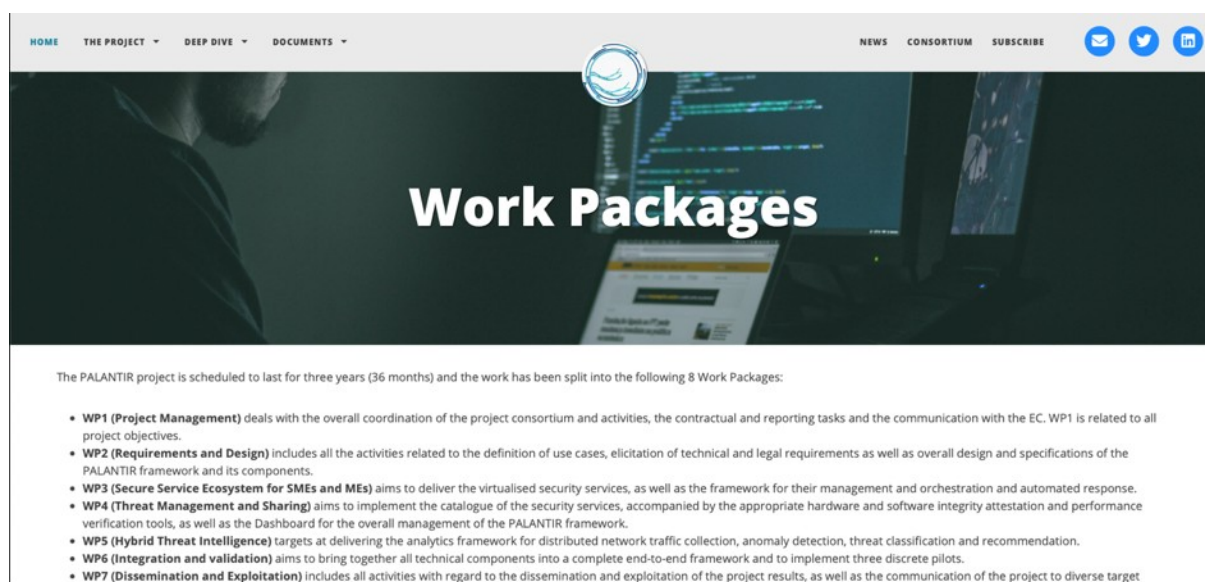


Figure 7: Work Packages page.

#### 4.2.7 Deep Dive: Architecture

The project's architecture is described and depicted in the following page (Fig. 8).

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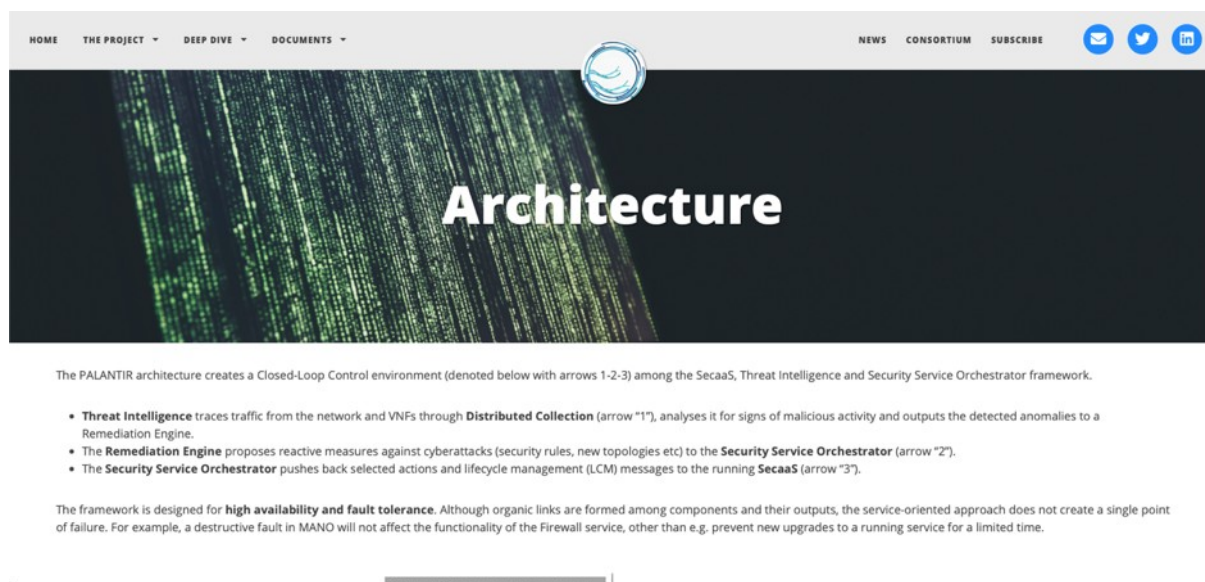


Figure 8: Architecture page.

## 4.2.8 Deep Dive: Use Cases

Several use cases have been identified in PALANTIR. This section provides a general description of them.



Figure 9: Use Cases page.

## 4.2.9 Deep Dive: Impact

The impact of the PALANTIR's project related to different actors has been illustrated in this page.

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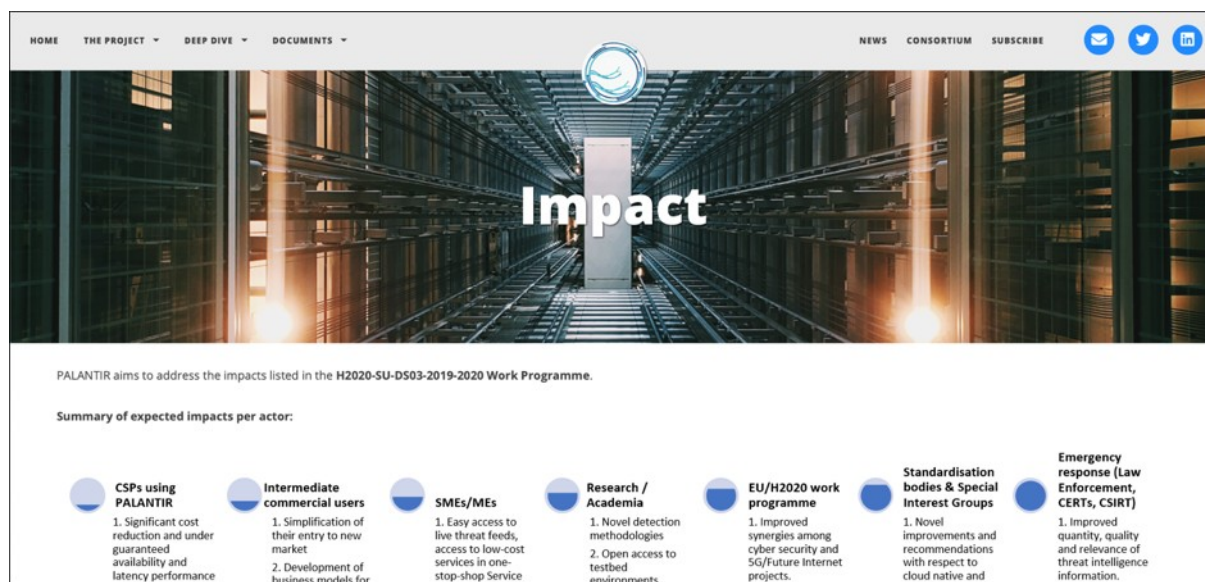


Figure 10: Impact page.

#### 4.2.10 Documents: Project's Deliverables

A list of the Project's Deliverables is provided through the *Documents* section. In particular, it is possible to retrieve information regarding each one of the deliverables and download the public ones.

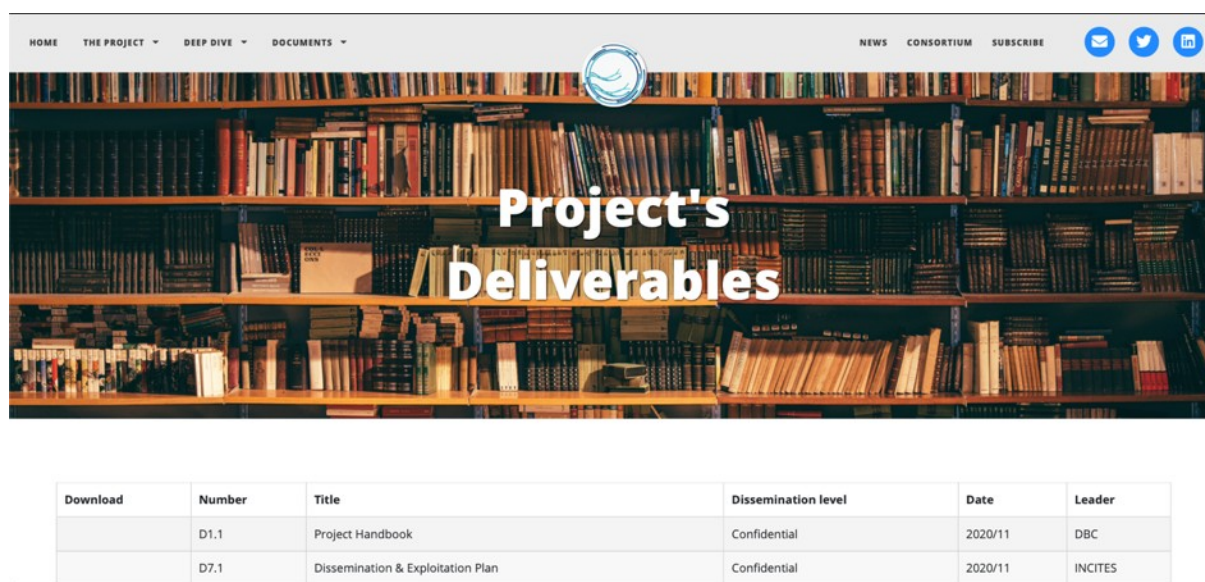


Figure 11: Project's Deliverables page.

#### 4.2.13 News

The *News* section includes relevant information regarding PALANTIR project such as achievements, events and newsletter.

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Figure 12: News page.

#### 4.2.14 Consortium

This section includes a complete list of the PALANTIR partners along with their description and role within the project.

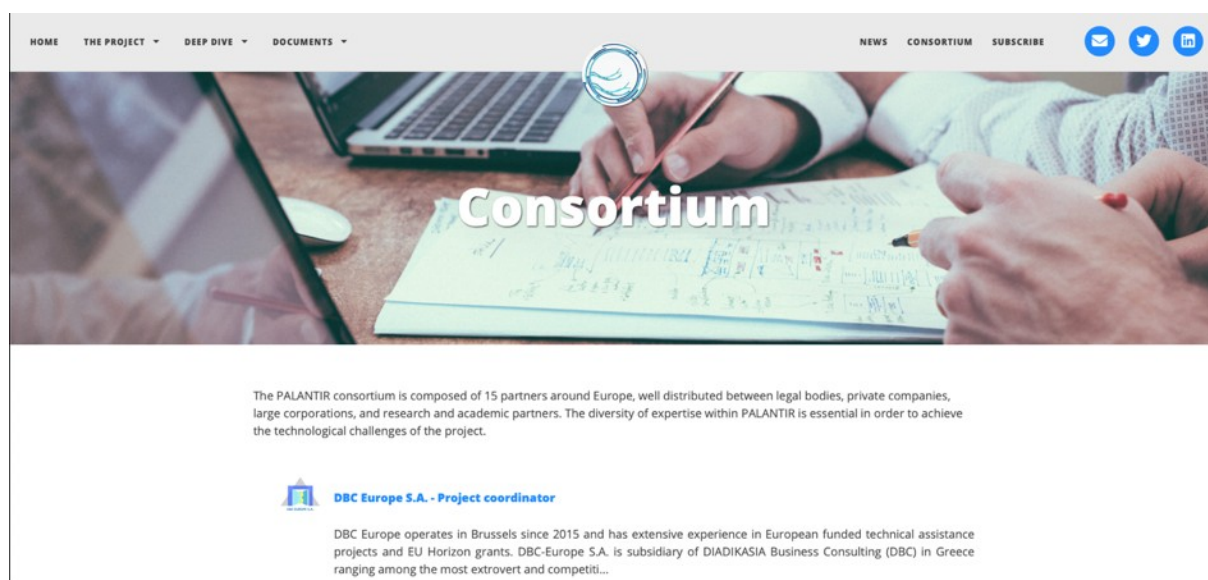


Figure 13: Consortium page.

#### 4.2.15 Subscribe

This section allows the website's users to register to our audience and receive communications and info regarding the project.

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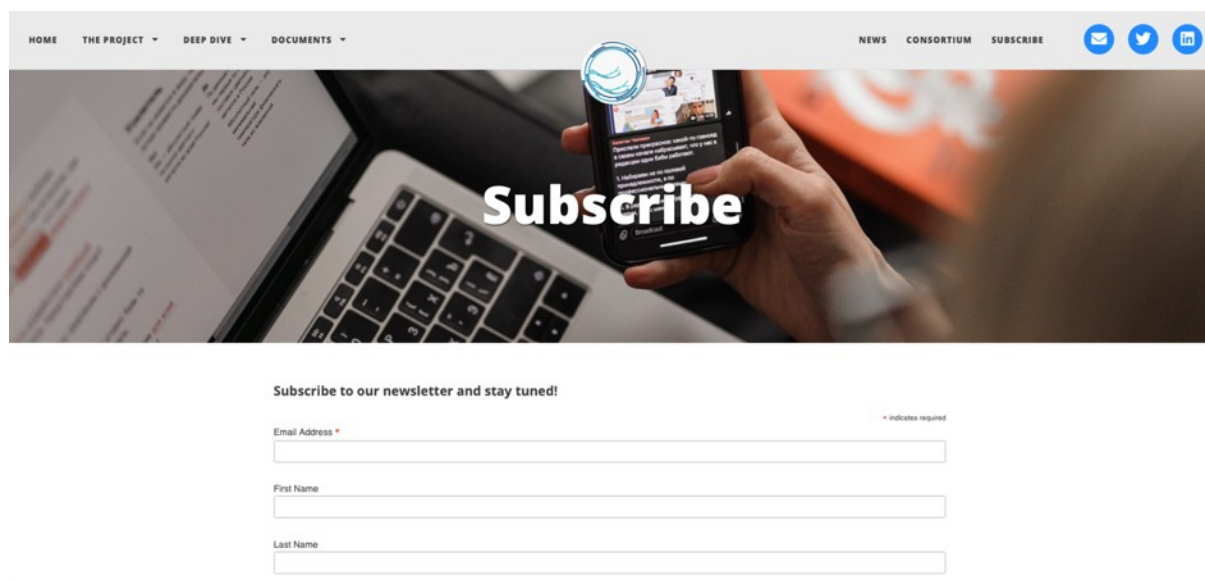


Figure 14: Subscribe page.

#### 4.2.16 Social media links

On every page, at the top right corner, a social media banner is available, which allows the user to be redirected to Twitter or LinkedIn.

### 4.3 Technologies

Several technologies have been adopted to develop, maintain and monitor the PALANTIR's website. We describe in the following the most relevant ones:

- **Jekyll [1]:** this is a static website generator, written in Ruby and distributed under the open-source MIT license. Jekyll has been used to renders Markdown and Liquid templates producing the PALANTIR's static website that is currently hosted on GitHub.
- **GitHub pages [2]:** this technology allows to host websites directly on GitHub repositories. In particular, it is possible to edit and push the website changes directly on the target repository. This leads to an automatic deployment of the new version of the website. It is possible to use Jekyll as a web pages generator without having any databases.
- **Nginx [3] (as reverse proxy):** it is a high-performance web server, load balancer and reverse proxy. The PALANTIR website leverages its functionality as reverse proxy to serve requests to [www.palantir-project.eu](http://www.palantir-project.eu).
- **Google Analytics [4]:** it is a web analytics service offered by Google. This allows to monitor, track and report PALANTIR's website traffic according to different metrics: sessions, users, bounce rate, entrances, exit rate.

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## 5. Social media

For disseminating PALANTIR's results and maintaining its awareness, we leverage on two different social media platforms:

- Twitter: <https://twitter.com/ProjectPalantir> (@ProjectPalantir, Fig. 15)
- LinkedIn: <https://www.linkedin.com/in/palantir-project-8341431b9/> (Fig. 16)

The initial proposed strategy includes a structured approach to introduce the project to wider audiences and to explain the advantages and technologies of PALANTIR. At the start of the project, the main focus has to be the creation of PALANTIR awareness. Thus, each partner is requested to provide content according to a predefined schedule for the aforementioned social media platforms. Later in the project, the posts will focus on disseminating the use cases scenarios and in parallel, results and outcomes of the project.

As in the website case, posts and tweets should be devised for a non-specialist audience. Nonetheless, links and references should be provided for technical readers.

Social media are also an irreplaceable means to reach a wide audience quickly, encouraging the community to further investigate the interesting aspects. The audience will be mainly stakeholders, so the main aim will be to disseminate the project achievements and to promote the project solutions. Moreover, information concerning participation in events and meetings will be posted.



Figure 15: Twitter account.

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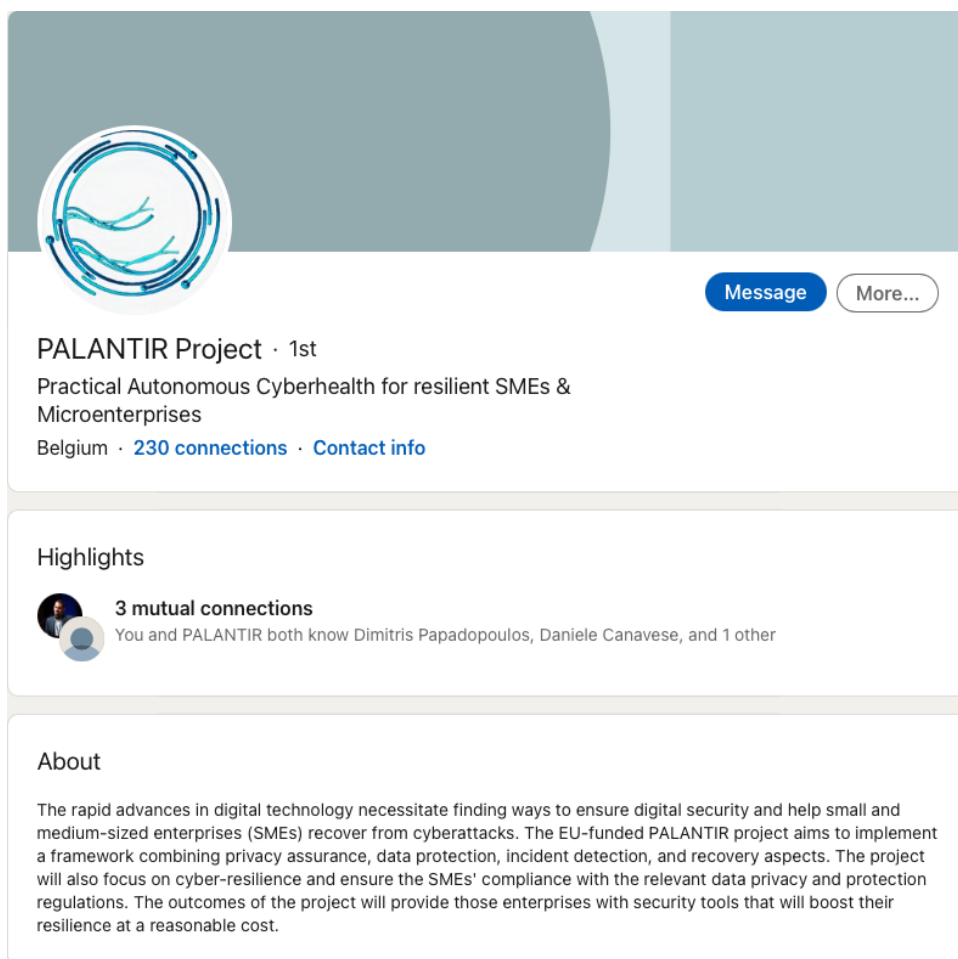


Figure 16: LinkedIn account.

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## 6. Conclusion

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This deliverable presented the plans for spreading the most important achievements of the project and its digital presence strategy. In addition, it discussed the website organization, its structure and the technologies that were used. Finally, it also reports what social media accounts we decided to use in order to increase the public's awareness of the PALANTIR's accomplishments.

The PALANTIR team will use this document, and, in particular, the guidelines defined in Chapter 2 and 3, in order to have a common understanding of the procedures that will be followed during the project life to maintain a high quality and constant communication channel with the general public.

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## References

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- [1] <https://jekyllrb.com>
- [2] <https://pages.github.com>
- [3] <https://www.nginx.com>
- [4] <https://marketingplatform.google.com/about/analytics/>

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