



Project Website and Social Networking accounts

Work Package: 8

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Submission date: 14-12-2015

Version number: 1.0 **Status:** Final release

Grant Agreement N°: 653618

Project Acronym: DOGANA

Project Title: Advanced Social Engineering and Vulnerability Assessment Framework

Call identifier: H2020-DS-06-2014-1

Instrument: IA

Thematic Priority: Trustworthy ICT

Start date of the project: September 1st, 2015

Duration: 36 months

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)	

Project co-funded by the European Commission under the Horizon 2020 Programme.

Revision History

Revision	Date	Who	Description
0.1	28/10/2015	Barbara Pirillo	First proposal for a description of the DOGANA Public website
0.2	27/11/2015	Matteo Mauri Davide Ariu	Description of the website's structure and contents
0.3	10/12/2015	Davide Ariu, Paolo Roccetti	Revision
0.4	14/12/2015	Matteo Mauri Davide Ariu	Revision
0.5	18/12/2015	Matteo Mauri Davide Ariu	Pictures replacement Integration of Social Networking strategy and its monitoring
0.6	19/12/2015	Matteo Mauri	Revision

Quality Control

Role	Date	Who	Approved/Comment
	16/12/2015	Olga Segou (NCSRD)	Pictures replacement required Social Networking strategy and its monitoring needs integration
	18/12/2015	Yves Mabilia (TCS)	Correct the two links to Cyberconnector in page eight.

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Definitions and acronyms

CC	CyberConnector
CyberConnector	An internal knowledge collaboration site and social network that is used to share all the information among partners. Referred to also as CC.
CNIT	Consorzio Nazionale Interuniversitario Telecomunicazioni
DOGANA website	The DOGANA Public environment (public)
DOGANA Workspace	The DOGANA operational and private environment (restricted to DOGANA Consortium members)
DOW	Description of Work
EII	Engineering Ingegneria Informatica SpA
MST	Management and Support Team
PC	Project Coordinator
SC	Scientific Coordinator

1. Introduction

This deliverable aims to provide an initial description of both the structure and content of the DOGANA public website.

In fact, in order to effectively disseminate the DOGANA project and related public deliverables and results, a set of communication tools will be used, while the main information will be anyway presented in the DOGANA public website.

The website has been designed in line with the overall DOGANA dissemination strategy.

2. DOGANA online environment

In order to provide both an operation environment where DOGANA consortium members could work together and a public showcase of the DOGANA results, two environments were made available by the end of November 2015.

- DOGANA *Private* Environment - a workspace used by the DOGANA Consortium - operational since September 2015 (project start). Hence called *DOGANA workspace*
- DOGANA *Public* Environment - it is the public side of the DOGANA Private workspace. Detailed information are provided in the next paragraph. The DOGANA Public environment is hence called *DOGANA website*

3. DOGANA Website

A website dedicated to DOGANA has been created adopting the same graphical identity as the rest of the communication tools that have been designed for the project.

The DOGANA website is intended to be used as a promotional and information tool, providing mainly static contents.

The contents of the website will have to be regularly updated by the organisation in charge of the dissemination activities (WP8 - CNIT) while a strong support on the organisation of content and set up of the environment will be provided by Engineering Ingegneria Informatica.

In order to provide DOGANA stakeholders with an useful source of information, the website should periodically be updated with

- latest news relevant to the project and users of the website
- upcoming events organized, sponsored and/or attended by DOGANA.
- information about the project advances
- public deliverables or relevant documents
- DOGANA Social Engineering Bibliography and reference database

The website will be the main communication platform for the DOGANA project to the external stakeholders, centralizing latest news, related activities, events and in depth information about the objectives of the project.

The DOGANA public section is therefore accessible in 2 ways:

- from the CyberConnector public environment <https://cyberconnector.eu>
- from the dedicated url: <http://www.dogana-project.eu>

Particularly, from the public area of CyberConnector environment, and by clicking on the DOGANA icon, the user will be directed to the DOGANA website, which *private* environment (workspace) is already available and set up in the platform.

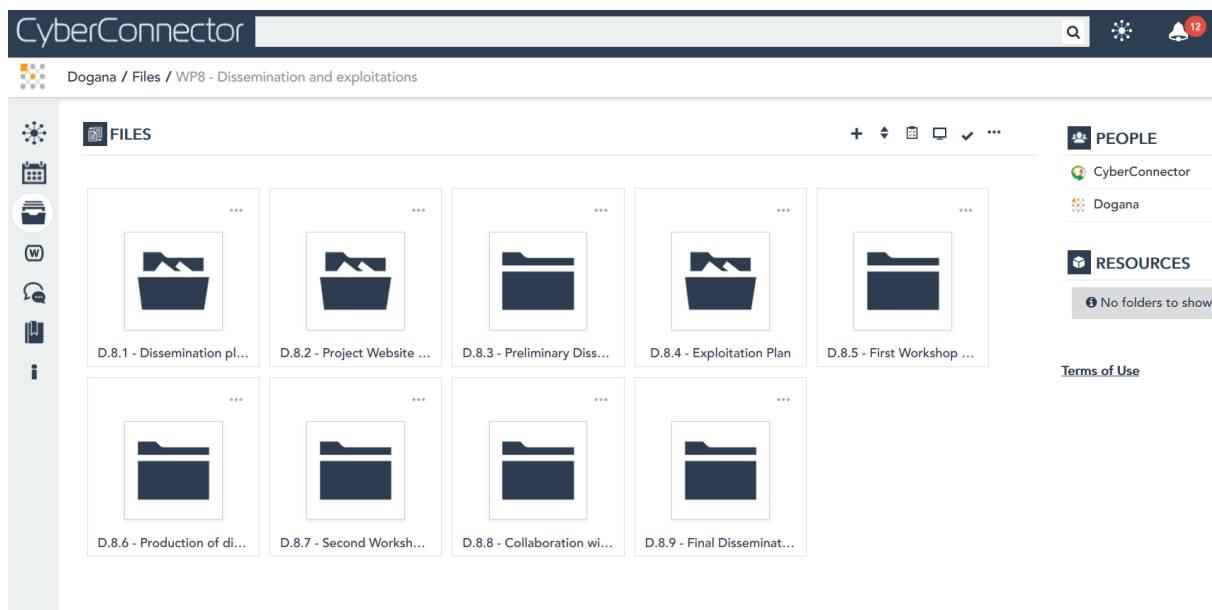


Figure 1 – DOGANA workspace as part of the CyberConnector

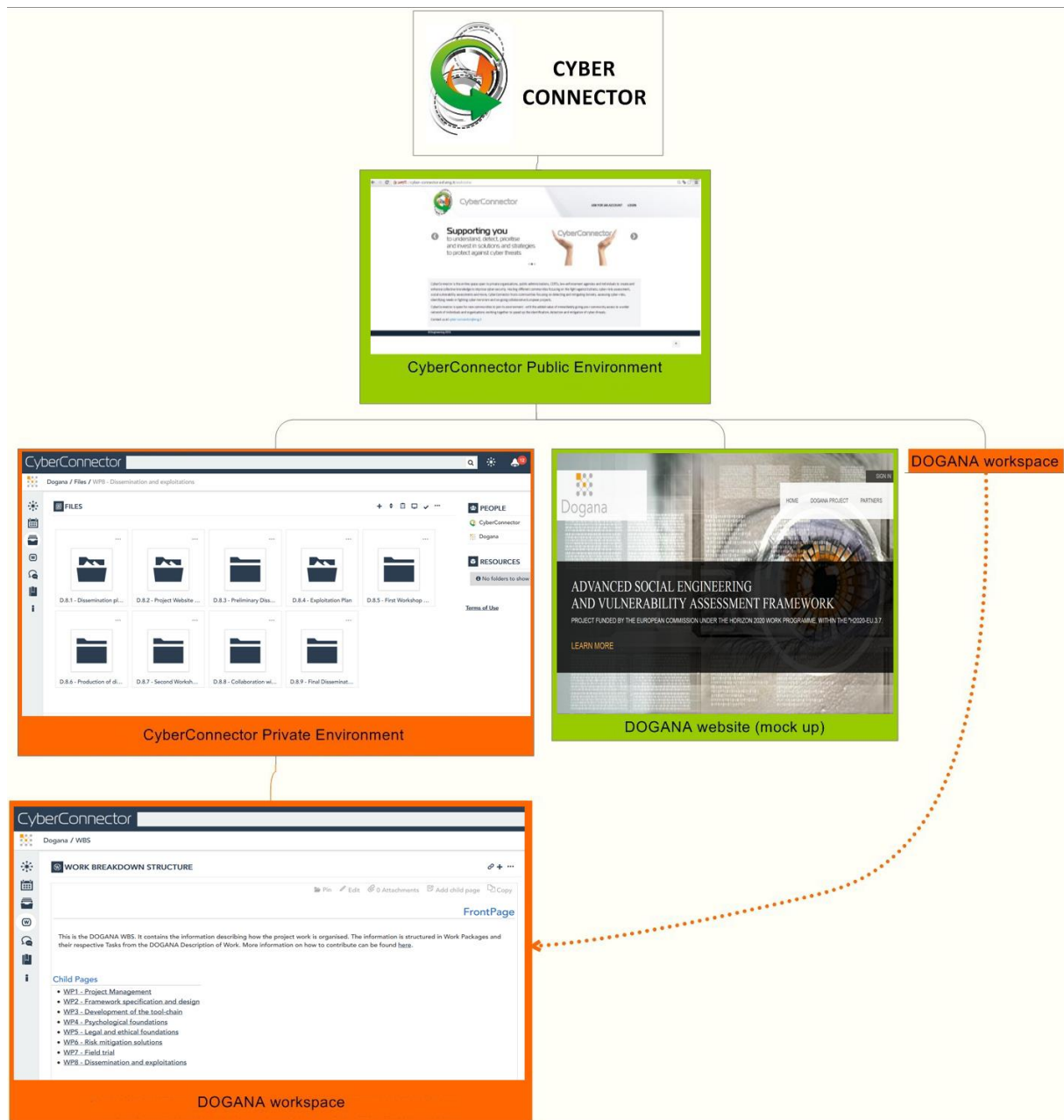


Figure 2 – The overall view of the DOGANA online environments living inside the CyberConnector

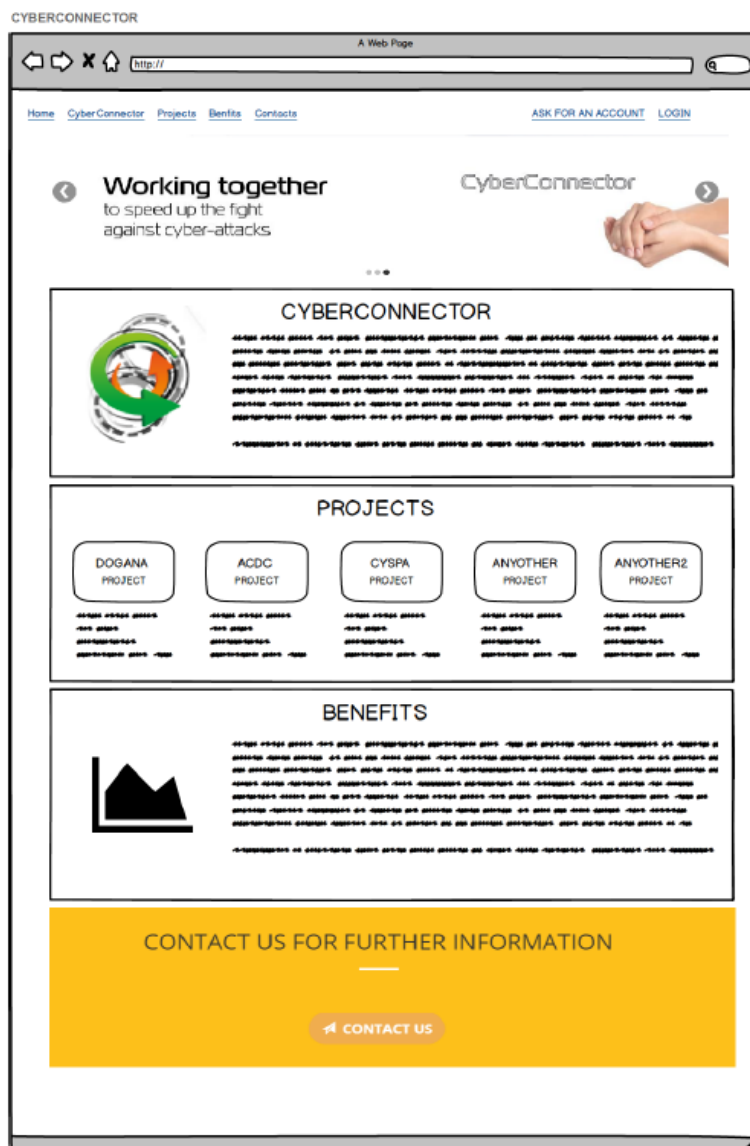


Figure 3 – The CyberConnector public environment: a section dedicated to Projects

The reason behind the adoption of the Openness platform rather than other CMS (Joomla, Wordpress, Drupal, etc.) for designing not only the private area of the DOGANA workspace, but also the public website, is to provide *a single access point* to DOGANA members and a coherent environment for all the users while of course content will differ switching from the public to the private part of the environment.

3.1. The structure

The DOGANA website displays only publicly available information and will be managed by the Openness platform provided by EII.

There is no registration, nor login needed to access this section of the website and it is open to all visitors.

Information displayed is static apart from regular updates about upcoming activities and event related to the project.

The DOGANA website is organised in the following main sections. This structure, as well as the set of functionalities described in section is planned to evolve when the project will reach a more mature stage and can therefore provide major advances.

- Home
- DOGANA Project
- Partners
- Events
- Contacts

3.1.1. *Home*

The Homepage contains information about the overall project and a main menu leading showing the main navigation option corresponding to the website's navigation tree.

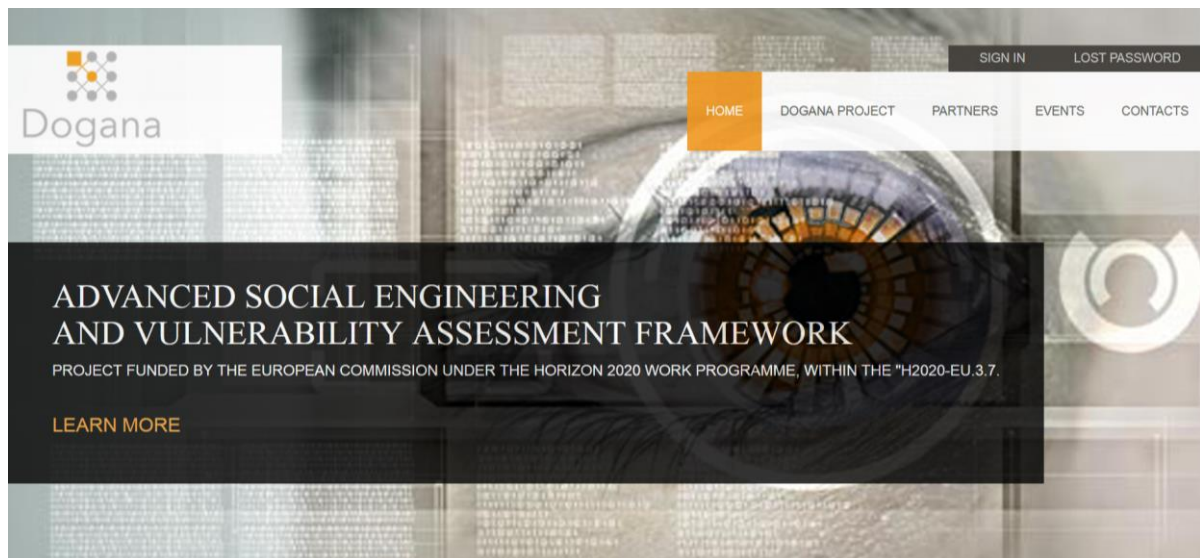


Figure 4 – DOGANA's website Homepage

3.1.2. *DOGANA Project*

This section provides detailed information about the DOGANA project and advances.

It is designed to contain two main tabs, as shown in the pictures below:

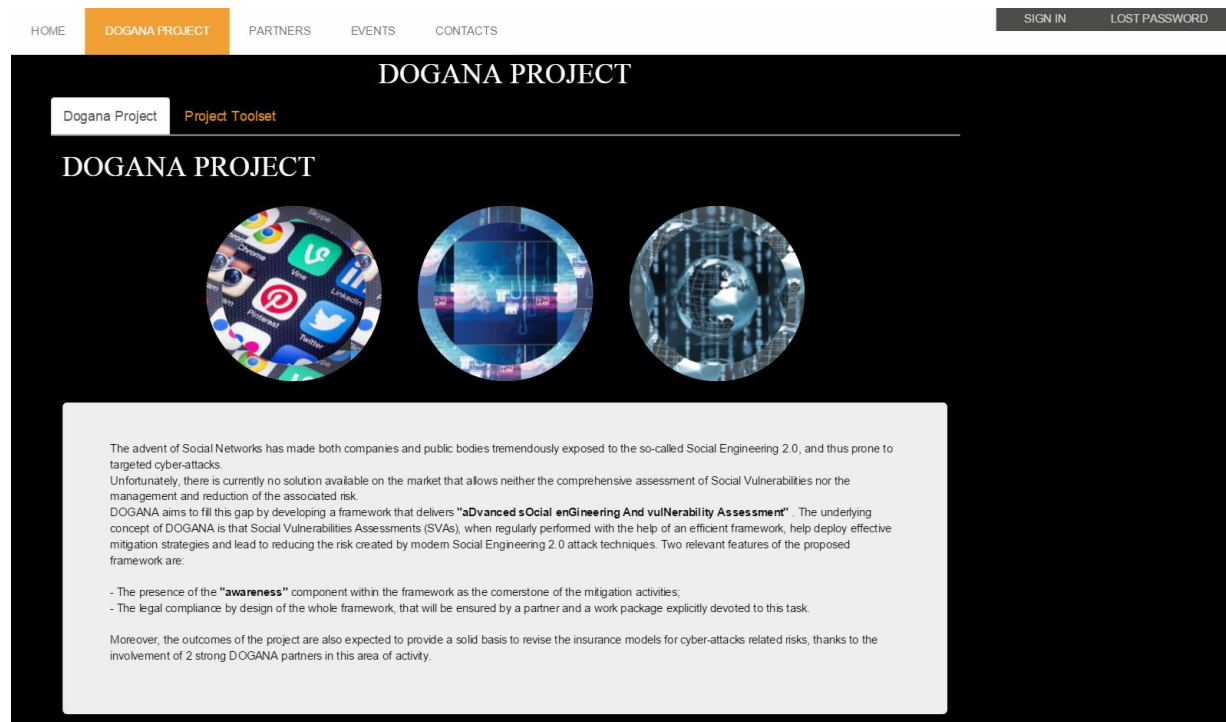


Figure 5 – DOGANA PROJECT Page – Tab DOGANA PROJECT

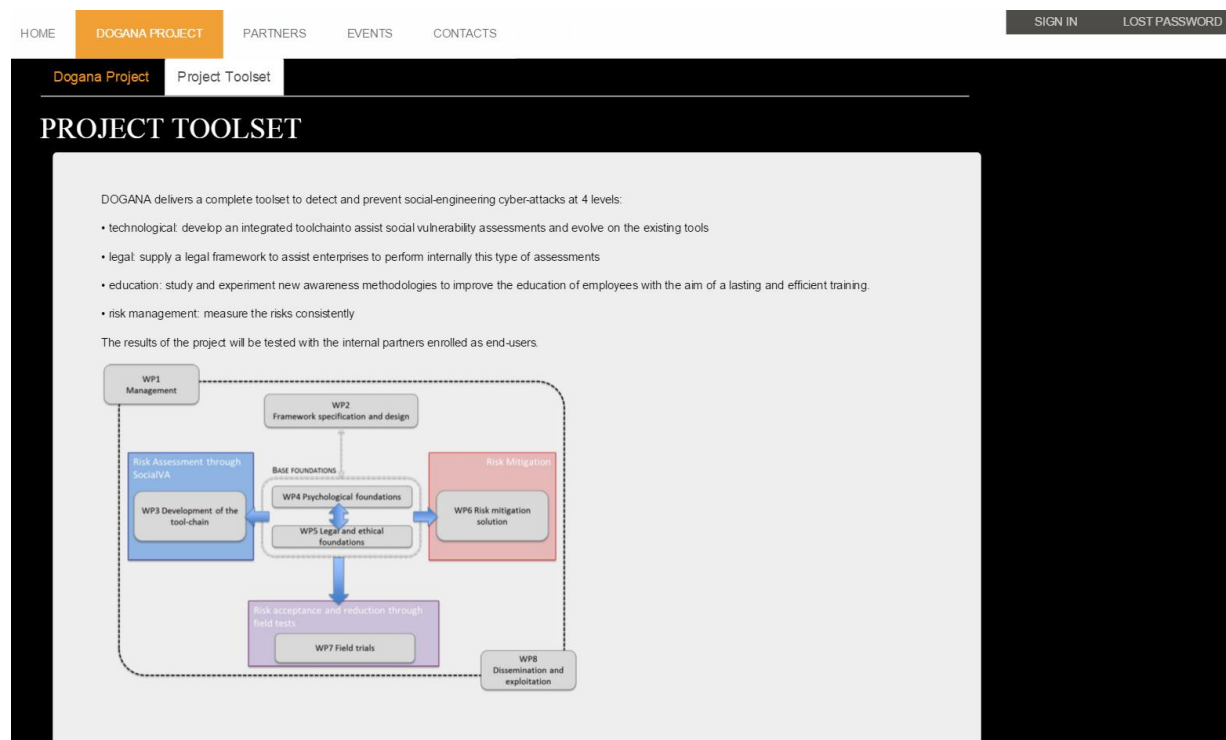


Figure 6 – DOGANA PROJECT Page – Tab PROJECT TOOLSET

3.1.3. Partners

This section provides information about the DOGANA Consortium members (during the next months will be explored the idea of a dynamic map in order to represent the Consortium).

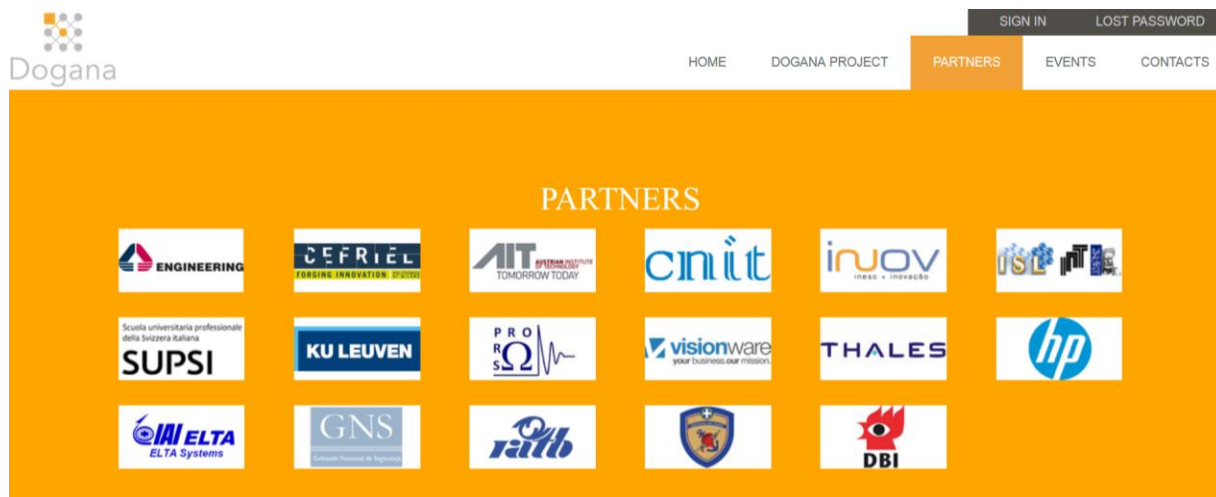


Figure 7 – Partners Page

3.1.4. Events

This section provides detailed information about the events DOGANA participates or organises and about news related to the project advances. Currently the last events and News can be browsed through a main carousel.

This section will also provide detailed information about the DOGANA publication, public deliverables, poster, presentations, brochure, newsletters, etc.

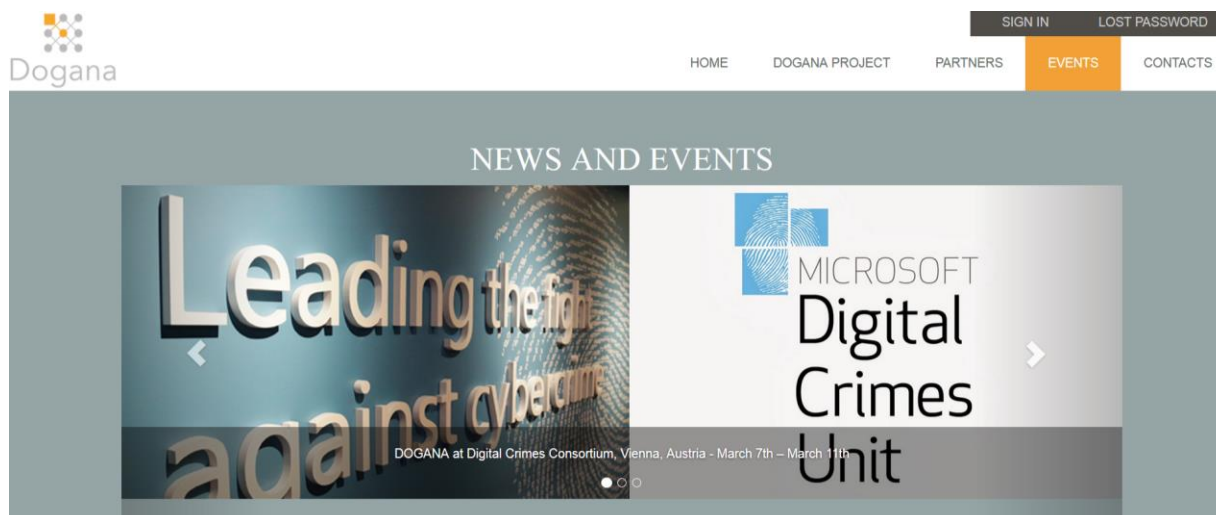


Figure 8 – Events Page

3.1.5. Contacts

This section provides information about how to contact the DOGANA project coordinator, the web manager and the dissemination responsible partner.

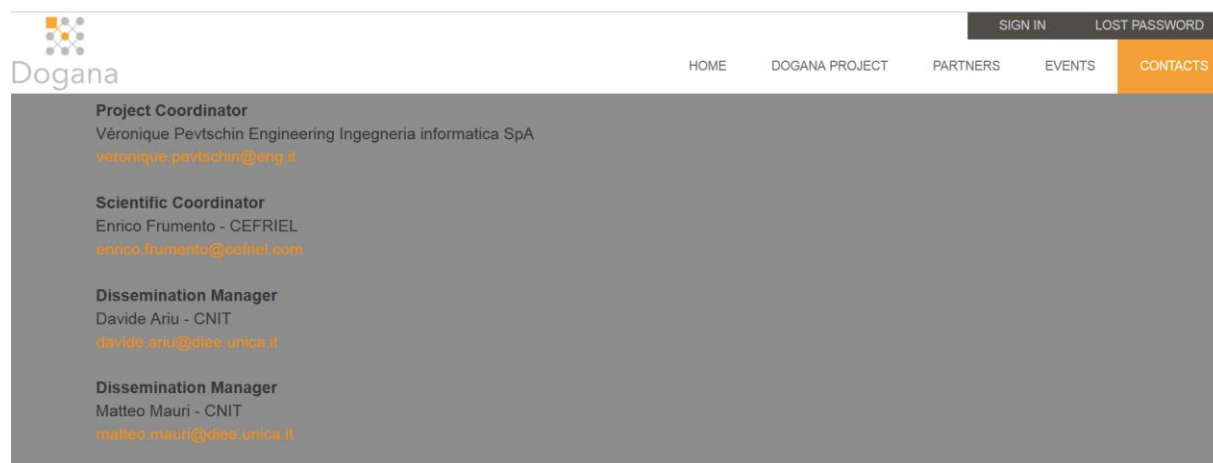


Figure 9 – Contacts Page

3.2. Active or planned functionalities

ACRONYM	MEANING	ACTIVE/PLANNED
TEXT MODULE	Plain text module to be used for static content description like. i.e <i>DOGANA Project</i> page.	Active
CALENDAR	From the DOGANA website it will only be possible to view the events, while the editing or adding an event will be possible from the DOGANA workspace. From there it will be possible for the dissemination manager or for the DOGANA member to create the event and select as a scope "DOGANA Public Calendar" in order to provide public visibility to the event.	Planned
DOCUMENTS	To be used to upload public deliverables, poster, presentations, brochure, newsletters, etc.	Active
TWITTER MODULE	Providing a quick view on the Twitter activity of the DOGANA Twitter account. Preliminary activity is the set up and maintenance of the DOGANA Twitter account. This functionality is anyway still under discussion (both from the technological point of view and from the dissemination strategy perspective).	Planned Under discussion
MAP OF THE PARTNERS	Providing a quick reference map with partners locations. Alternatively, an info graphic can be designed.	Planned

WEBSITE TRAFFIC ANALYTICS	The possibility to manage web analytics using Google Analytics has been analysed and it is feasible. It will be therefore used in the project in order to provide concrete facts and figures for the project periodic dissemination reports.	Planned
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Table 1 – Table of functionalities

4. Social Networking

At the moment of creation of this document, the social networking channel(s) have not been created yet. Social networks are useful to divulgate contents and products developed within the project and at the moment of creation of this document, these contents are not available yet.

The consortium is planning to share the project activities on these social networks and social media channels:

- Facebook
- Twitter
- LinkedIn
- Youtube

Currently the possibility of creating new channels expressly dedicated to the project instead of using the existing ones (partners' social channels) is under evaluation.

Simple social media strategy has been devised in order to maximize the project's outreach to stakeholders and the general public. The project's social media strategy can be summarised in the following points:

○ **Identification of targets:**

The target audience for DOGANA social media is identified as:

- Professionals and Researchers in IT Security, Criminology, Privacy
- Law Enforcement and other organizations
- Scientific Communities and Publishers
- Mass Media focusing on Technology news
- Policy Makers and Legislators across the EU region
- Other consortia active in Cyber Security and Social Engineering Research
- Educators, organizations and initiatives that can reach the general public
- SMEs and Industries active in Cyber Security and Social Engineering

○ **Promoting discussion and multidisciplinary contests:**

DOGANA social media accounts are intended as channels of two-way communication and not solely as means to promote project activities. Discussions will be promoted within the social media channels mentioned before.

Contests for short tales, one-page comics or graphic posters/images, short videos, newspaper articles regarding Social Engineering, in which the author must appoint at least once the DOGANA project, could be promoted in order to involve research communities, universities, companies and end-users from several countries. Each contribution will be published on the DOGANA website and must be shared by the own author over the Facebook Social Network and/or over the Twitter Social Network (to be defined). Among the most shared contributions, a qualitative jury will award the best ones and/or the most shared.

The aim is making the point about the current technology on Computer Security and Social Engineering risks.

During a final event there could be a multidisciplinary award ceremony. Currently the consortium is evaluating how many and which contests should be organized. This point is better described in DOGANA Deliverable 8.1 - Dissemination Plan and calendar of activities.

- **Measuring social impact:**

The Social Media accounts will be monitored evaluating number of posts, replies, followers, tweets/retweet, in order to constantly improve or re-asses the planned strategy.

Free social media analytics tools (e.g. Buffer, Klout, MyTopTweet) will be considered in order to have an accurate feedback from the shared contents.

Several social media networks have their own built-in analytics that offer some great insights into users' activities on the network (e.g. Facebook Insights, Twitter Analytics).

These tools are useful to estimate which kind of content gets more clicked, shared/retweeted, and to evaluate the project visibility and the impact to the general public.

5. Conclusion and next steps

In this document we presented the DOGANA project's public website, providing a description of its structure, sections and contents, and outlined the social networking features we have planned. Additionally, we provided an overview of the components and methodology we used to design the website. We also detailed its software and hardware hosting environment.

At the time of writing of this document, the DOGANA 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 DOGANA 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.

The main purpose of the DOGANA website is to promote project objectives, messages and activities being used as the main channel for disseminating outcomes and achievements.

The website will represent the heart of the DOGANA dissemination strategy around which all other communication tools will be deployed and will refer back to.

Next steps includes:

- Editing the website with all the dissemination activities carried out during this first months of the project
- Implementation of the DOGANA website with the functionalities described in the table 1
- Activation of the social media accounts
- Enriching the social media accounts with relevant news on Social Engineering, on the project activities, and all the dissemination activities carried out during this first months of the project
- Deciding about multidisciplinary social contests, awards, and prizes

6. References

- [1] DOGANA Annex I – Description of Work (DoW)
- [2] DOGANA Deliverable 8.1 - Dissemination plan and calendar of activities