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Magic

Middleware for collaborative Applications
and Global virtual Communities

Deliverable D6.2
MAGIC on-line presence report

Periodical Progress Report

MAGIC Deliverable: D6.2. MAGIC on-line presence report

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Abstract: This document refers to MAGIC's on-line presence through its Website and social networks: Facebook and Twitter. MAGIC's Website was launched online on June 8, 2015. After the first project review some modifications were recommended and this second version of the deliverable reflects the changes done following those recommendations.



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MAGIC (Middleware for collaborative Applications and Global vRtual Communities – Project number: 654225) is a project co-funded by the European Commission within the Horizon 2020 Programme (H2020), Directorate General for Communications Networks, Content and Technology - eInfrastructure. MAGIC began on 1st May 2015 and will run for 24 months.

For more information on MAGIC, its partners and contributors please see <http://www.magic-project.eu>.

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DELIVERABLE ROUTE

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1. INTRODUCTION

The purpose of this document is to introduce the online presence of the MAGIC project, specifically the project website and presence on Facebook and Twitter. This is a revised version of the website according to the requirements made by the Reviewers on June 23, 2016.

2. REFERENCES

- [R1 MAGIC Website <http://www.magic-project.eu>
]
- [R2 MAGIC in Facebook <https://www.facebook.com/MAGICglobalCollaboration>
]
- [R3 MAGIC in Twitter https://twitter.com/MAGIC_our_voice
]

3. DOCUMENT AMENDMENT PROCEDURE

Requests for amendments to this document must be made to the author, María José López Pourailly, WP6 - Dissemination & Training Manager (RedCLARA – Communications and Public Relations Manager), maria-jose.lopez@redclara.net, and copied to the Management of the MAGIC project.

4. GLOSSARY

EC	European Commission
EU	European Union
EU-LAC	Europe, Latin America and the Caribbean
WP	Work Package

5. EXECUTIVE SUMMARY

This document relates to the MAGIC website and the tool implemented to measure the project's outreach and impact. In addition, the document covers the project's presence in the social network environment, specifically Facebook and Twitter.

In the context of the Information Society, to have a website is to exist. In addition to this apparently trivial consideration, and due to the geographic extension of MAGIC, which implies a wide cultural heritage and great diversity in terms of education, economy and social realities, having a suitable website is a necessity. Due to the high penetration of social networks (see Figure 1), the MAGIC website must be linked with the MAGIC



Facebook and Twitter pages, in order to maximise visibility and impact, and increase brand recognition and inbound traffic, among other things¹.

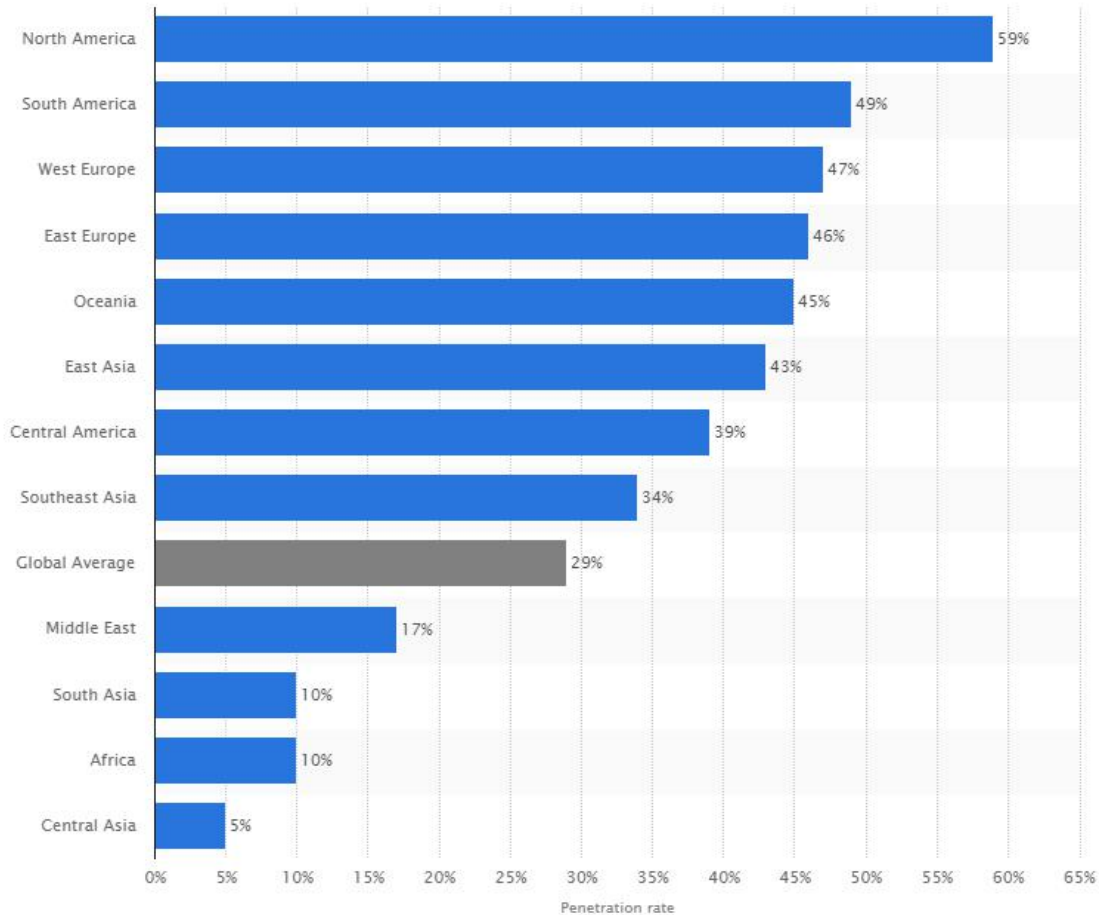


Figure 1: Global social network penetration rate as of 1st quarter 2015, by region, information published by Statista at <http://www.statista.com/statistics/269615/social-network-penetration-by-region/>.

This document describes the presence of the MAGIC project both on Twitter and Facebook and in the project's first "interface" with the general public - the MAGIC website. The project presence in these three environments is in line with the WP6 Objectives.

¹ See "The Top 10 Benefits Of Social Media Marketing" at Forbes, published in November 8th 2014, at: <http://www.forbes.com/sites/jaysondemers/2014/08/11/the-top-10-benefits-of-social-media-marketing/>.



This is the second version of this deliverable, which was modified in order to reflect the changes done to MAGIC's on-line presence following the recommendations sent to the Project management after the first Project review.

6. WP6 OBJECTIVES

6.1. GENERAL OBJECTIVE

To efficiently promote and disseminate the project to the global REN community and scientific and academic communities as well as decision-makers and to organise training events that will increase the number of people able to use MAGIC collaborative applications.

6.2. SPECIFIC OBJECTIVES

- To promote the establishment of agreements for Africa, Asia, the Caribbean, Europe, Latin America and Oceania aimed at consolidating and completing the building blocks of middleware that MAGIC will target.
- To enhance the use of MAGIC services and real-time applications among international and inter-continental research groups and communities.
- To coordinate and promote training on the implementation and use of the services agreed by MAGIC.
- To develop informative material for specific events related to regional advanced networks.

7. SOME PREVIOUS DEFINITIONS REGARDING MAGIC WEBSITE AND SOCIAL MEDIA PRESENCE

Given the characteristics of MAGIC, its website and the Facebook and Twitter pages will be the first "visible faces" of the initiative. As such, they must reflect not only the core of the project – its objectives, partners, tasks, etc. – but also the collaborative spirit that lies behind every cooperation action that is supported by the EC, the experience gathered over previous years and projects, and the very strong relationships between all project members. It is based on the confidence both of their capacities and also of the leading and partner organisations.

The Website must show all available information on MAGIC, must be a support tool to achieve the project's objective, show what has been done, which are the advancements and how the different target groups -NRENs/RRENs, focal points, communities and researchers, etc. - at a global level, can benefit from what the different Work Packages in MAGIC are producing, while sending clear messages to address the issues and challenges each group faces in order to provide them possible solutions -MAGIC project solutions.

The social network presence will be used to enhance the visibility of project news, participation in events and training activities.





Naturally, the website will be built around the MAGIC branding and corporate style.

8. MAGIC WEBSITE

Recognising the diversity of the MAGIC partners and with the aim of respecting the opinions of those who are working to make MAGIC a success, and having chosen to use the Joomla platform (as it is well known by the RedCLARA team that will be managing it), WP6 invited all project partners to vote for a specific template to be applied to the website. After a review of the various templates, WP6 invited all project partners to vote for a first and a second option from five options. This vote ran in parallel to the poll for the MAGIC logo. The vote resulted in the selection of the JA University template (<http://www.joomlart.com/joomla/templates/ja-universityspect>).

Once the project website template was chosen, the WP6 leader developed a navigation map that was analysed and finally approved by all WP6 members. The navigation map is shown in Figure 2 below.



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MAGIC's Home

ABOUT	Technical Activities	Global Science Communities	Dissemination	Training	Contact us
About MAGIC	Platforms for Mobility	Virtual Meetings	News and Events	Training calendar	
Objectives	Cloud Provisioning and Groupware Standards	Seminars	MAGIC's branding	Training material	
Partners	Agreements for Real Time Collaboration		MAGIC's templates		
Milestones					
Deliverables					
Presentations					
Project Structure					
Project Management					

Figure 2: MAGIC Website first Navigation Map.

It is important to clarify that some of the website content was planned to be produced and added during the lifetime of the project, not at its very beginning. Thus the original version of this deliverable was laying the ground work for future expansion.

The MAGIC website was developed during M01 and M02, and delivered online on 8 June 2015 (M02) with the URL <http://www.magic-project.eu/>. The MAGIC social network presence was delivered on the same date.

After the first project review, carried out in Brussels in July 2016, the reviewers rejected this D.6.2, and stated that “D6.2: The current report and online presence should be reconsidered, in terms of their support to achieve the project objectives. They have to be organised for and target specific groups -NRENS/RRENS, focal points, communities and researchers, etc. - at a global level while sending clear messages to address the issues/challenges each group faces and providing possible solutions. The dissemination material and webpage should include clear information on how to get involved, what to access, and whom to contact in case of interest. The new version of this report should depict the strategies to be redefined in D2.1 and D5.1 and explain how the Colaboratorio will be used in each region. It should also reflect the strategy for those regions where there is no regional replica of the tool. The entry point in each region should follow well established practices of accessing applications using federated access, and not work from scratch. In fact, the user should be informed where he/she is on the landing page and clear explanations on how to access/log-in should be provided. A way to redirect to the regional Colaboratorio instance should be implemented where there are local instances. The user should be able to identify and follow the work on existing communities (active





around the user's region) without participating actively; he/she should be able also to search all the existing communities, even those at which he is not yet a member. A step-by-step user guidance on how to apply/join an existing community should be also provided. The somewhat hidden/restricted organisation of the user communities by the project contradicts the open science notion and principles and hinders the global expansion of the MAGIC-targeted communities.”

Following these recommendations, the website navigation map and its contents were updated and changed in order to better tackle the problems pointed by the reviewers. The new navigation map for the website is now following:

– About MAGIC	Mobility	Groupware	Real Time Collab.	Science Communities	Training
– Objectives	– Platforms for Mobility: What is this about ?	– What is Cloud Provisioning and Groupware Standards about?	– Agreements for Real Time Collaboration: What is this about?	– What is a Global Science Community?	
– Partners	– Platforms for Mobility Objectives	– Objectives	– Objective	– How to Join a Global Science Community?	
– Milestones	– Platforms for Mobility Activities	– Activities	– Activities	– Global Science Communities Activities	
– Deliverables	– Identity Federations	– Group Management in Federation (GMF)	– NRENum: What is this?	– GSC Biodiversity	
– Presentations	– What is an Identity Federation?	– Chosen Standards & Group Management Systems	– Advantages and Benefits	– GSC e-Health	
– Project Structure	– Aiming to establish an Identity Federation?	– SAML2	– NRENum deployment within MAGIC	– GSC Environment	
– Project Management	– On line Training Material on AAI Development for Staff	– VOOT	– Aiming to implement NRENum?	– GSC Remote Instrumentation	
– Dissemination	– eduGAIN	– PERUN	– On-line Course on NRENum.net and DNS		





			Configuration in English
– News and Events	– What is eduGAIN?	– SYMPA	– On-line Course on NRENum.net and DNS Configuration in French
– Newsletter	– Aiming to connect to eduGAIN?	– Pilot Implementation	– On-line Course on NRENum.net and DNS Configuration in Spanish
– MAGIC branding	– eduroam	– Services to be provided	– DNSSec (Security): What is this?
– MAGIC Brochures	– What is eduroam?	– Colaboratorio	– DNSSec deployment for NRENum within MAGIC
– MAGIC Templates	– eduroam for Research and Education Networks	– Colaboratorio's origin	– Aiming to implement DNSSec?
– Contact Us	– Which countries are eduroaming?	– Colaboratorio's deployment	
	– Aiming to provide eduroam?	– Which NRENs have Colaboratorio already installed?	
		– How can I get Colaboratorio for my NREN?	
		– Do you want to install Colaboratorio or one of our applications?	

Figure 3: MAGIC Website new navigation map - August 2016 (M16)

The new navigation map as well as the new contents, show all the tasks and results of the different Work Packages, provide clear and easy access to all those users that are



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interested in using, applying and implementing the applications, services and tools to their web environments, or to have access to them, or to participate in the training courses and/or the Global Science Communities. All this new information is added, while still keeping the project information and news that were the main focus of the project during its first year.

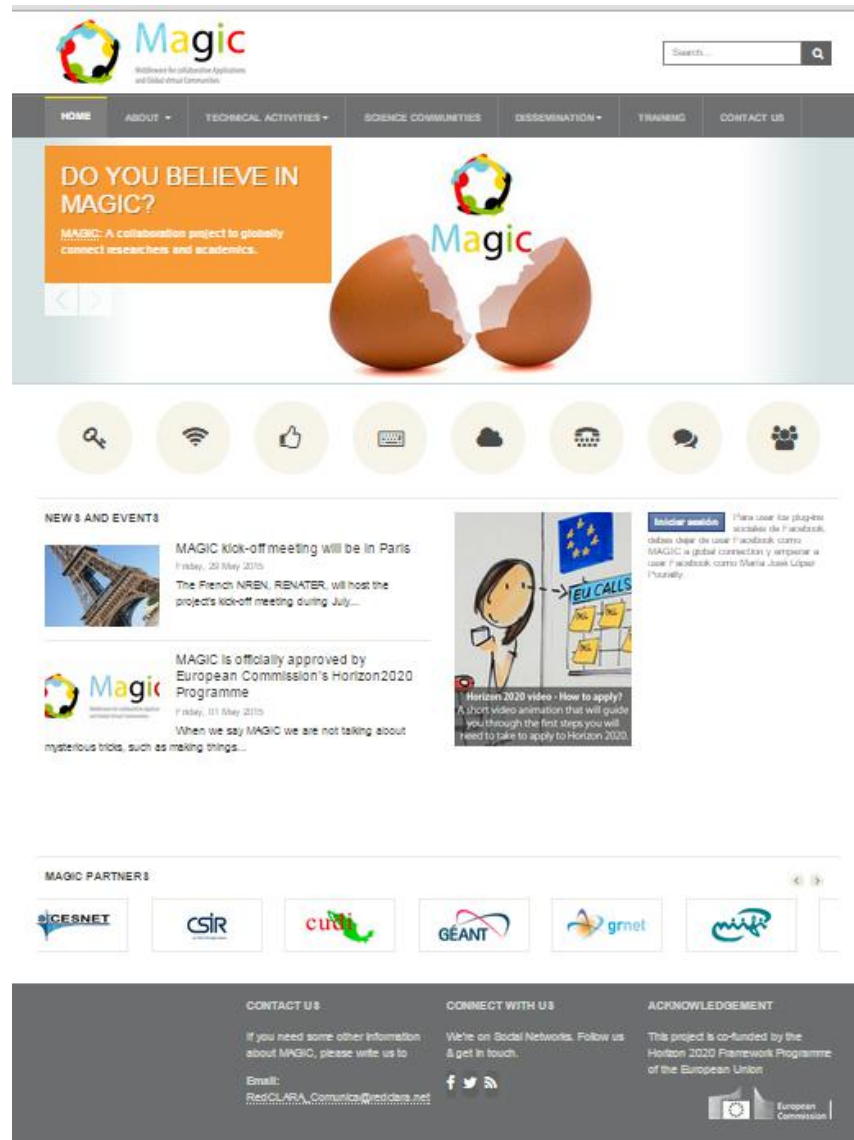


Figure 4: MAGIC Website Homepage, M01.



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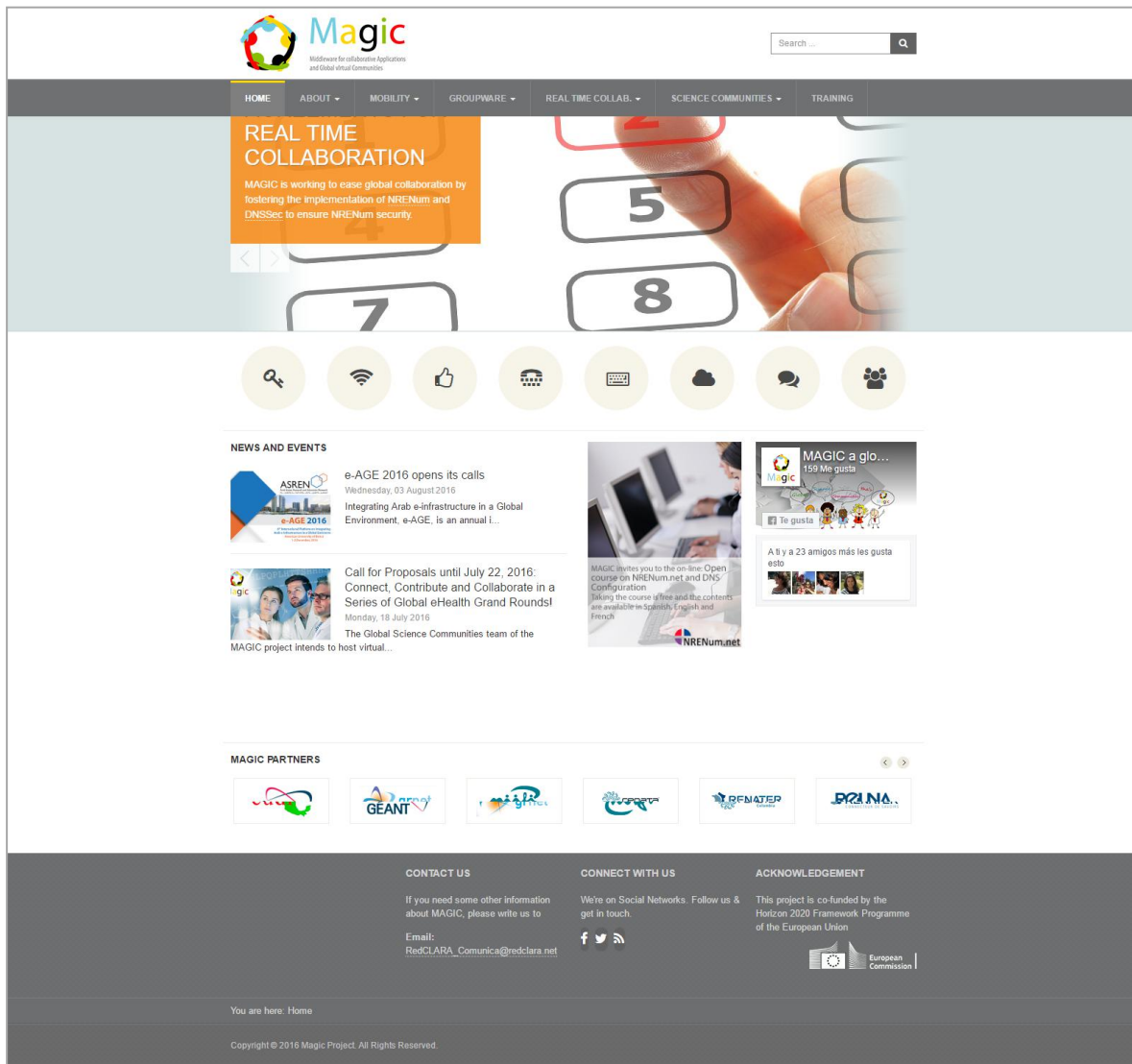


Figure 5: MAGIC Website Homepage, M16.

The success of the website and the social network pages will be statistically measured by WP6 to identify the type of information which is of greater relevance for the different media users and inform on how to disseminate the project more effectively. Website usage is measured using the Piwik open-source tool which started taking website statistics on 16 June 2015. The following table shows the statistics from June 2015 until August 2016:



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MAGIC Web Site															
	June '15	July '15	Aug. '15	Sept. '15	Oct. '15	Nov. '15	Dic. '15	Jan '16	Feb. '16	Mar. '16	April '16	May '16	June '16	July '16	Aug. '16
MAGIC Project															
Unique visitors	231	211	340	328	427	849	412	563	408	378	417	699	413	390	147
Pages viewed	751	610	905	875	943	2062	887	1102	876	821	779	1592	862	683	490

Figure 6: The MAGIC web site general statistics of number of unique visitors and number of pages viewed.

Continents from where the visitors come	
Europe	1810
Central and South America	1588
Africa	1046
North America	726
Asia	461
The Caribbean	291
Unknown	270
Oceania	38

Figure 7: The MAGIC web site general statistics, continents from where the visitors come.

9. MAGIC COMMUNITIES IN THE COLABORATORIO (INTRANET AND WIKIS)

The RedCLARA Colaboratorio environment is used to provide the MAGIC community intranet, with spaces for both the full MAGIC team and each individual Work Package. The platform enables the MAGIC project participants to collaborate and share experience and knowledge (photos, documents, etc.). Each group also has a Wiki space which supports collaborative work regarding the preparation of deliverables and documents and also includes an internal document repository.



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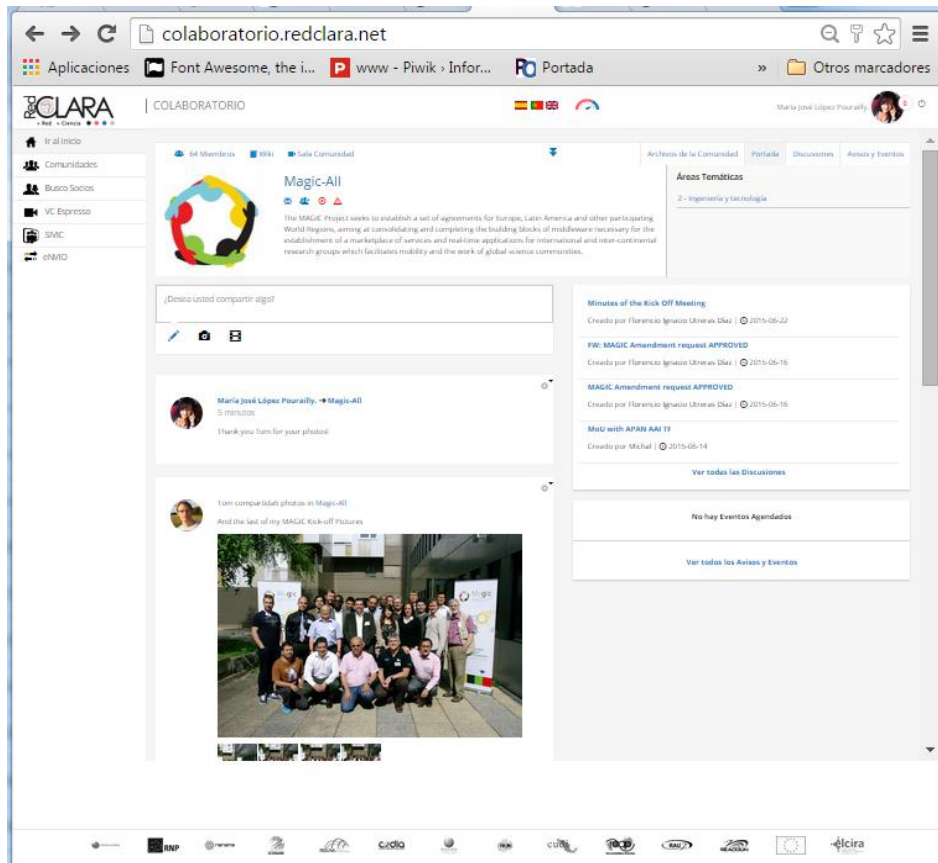


Figure 8: The MAGIC-all community space on the Colaboratorio.



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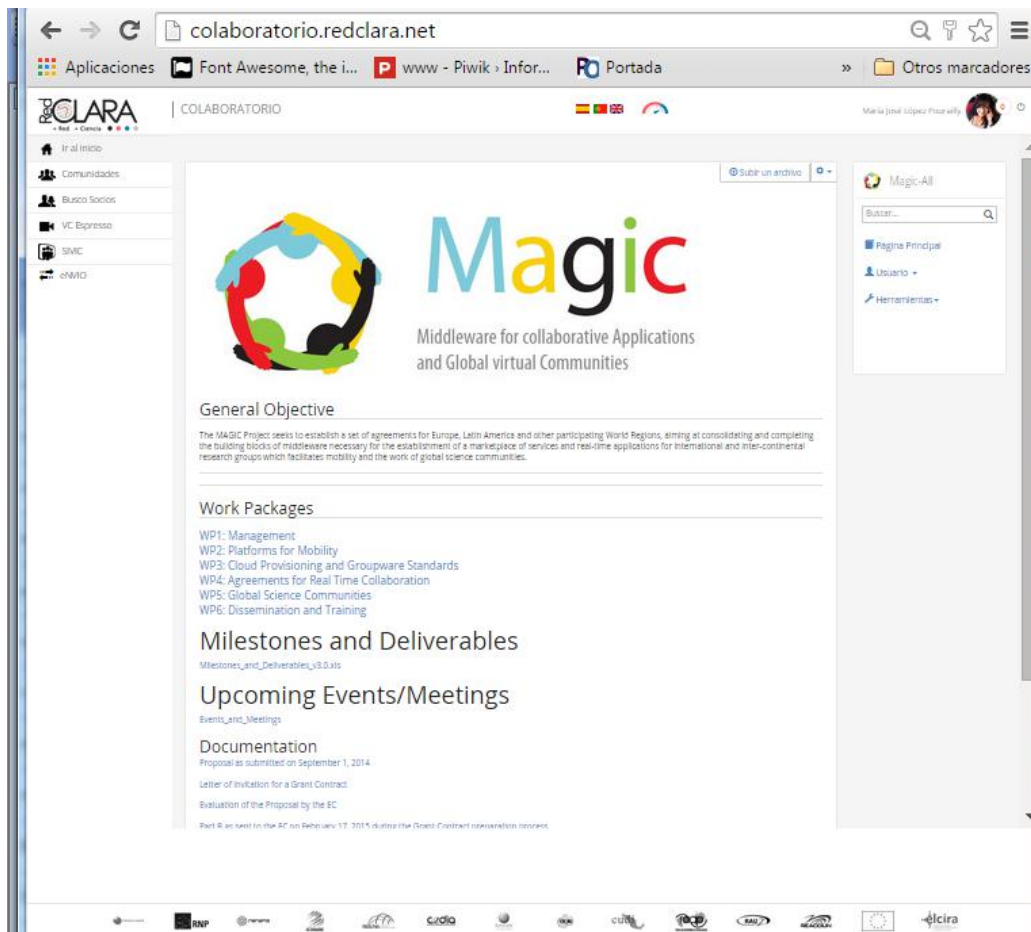


Figure 9: MAGIC-all Wiki (on the Colaboratorio).

10. MAGIC @ FACEBOOK AND TWITTER

The MAGIC Facebook [R2] and Twitter [R3] pages were also launched on 8 June 2015, starting the second month of the implementation of the MAGIC project. The Facebook and Twitter presence was subsequently launched on 11 June 2015 during the MAGIC Kick-off Meeting.

Within its Facebook environment, MAGIC shares all its printing pieces, as well as news through an RSS link that connects the website with both Facebook and Twitter.

“MAGIC a global connection” (the Facebook name for the MAGIC project) is measured using a tool provided by Facebook, and @MAGIC_our_voice (the MAGIC username on Twitter) is measured in terms of followers and retweeted messages. In addition, the Twitter hashtag #MAGIC_Global was established during the project’s kick-off meeting.



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By 22 June 2015, when the first version of this document was delivered, MAGIC had 27 likes on Facebook and ten followers on Twitter, By the end of August 2016, when this document was under its updating process, those numbers changed into 163 likes in Facebook and 106 followers in Twitter.



Figure 10: MAGIC a global connection – Facebook.



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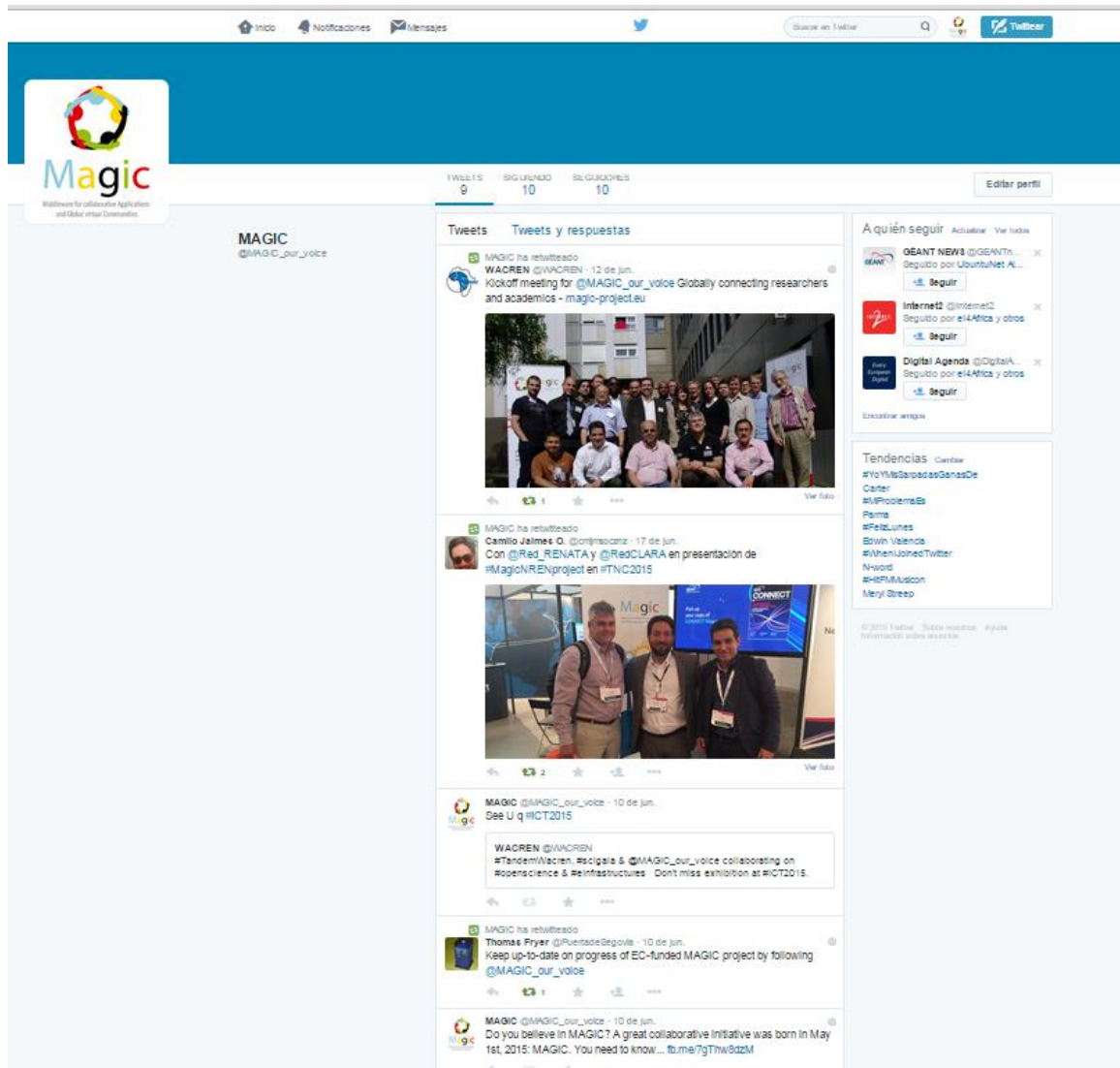


Figure 11: @MAGIC_our_voice – Twitter.

11. COLABORATORIO LANDING PAGE

After the first project review the need for front page for Colaboratorio was identified , and it was also advised to open access to Colaboratorio within the project website. This was



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carried out and within the site we placed a Colaboratorio landing page which is the same that was created for those project partners that needed this functionality. The landing pages currently published in MAGIC website and in WACREN are shown in the following figures.



Figure 12: Colaboratorio landing page within the MAGIC project website



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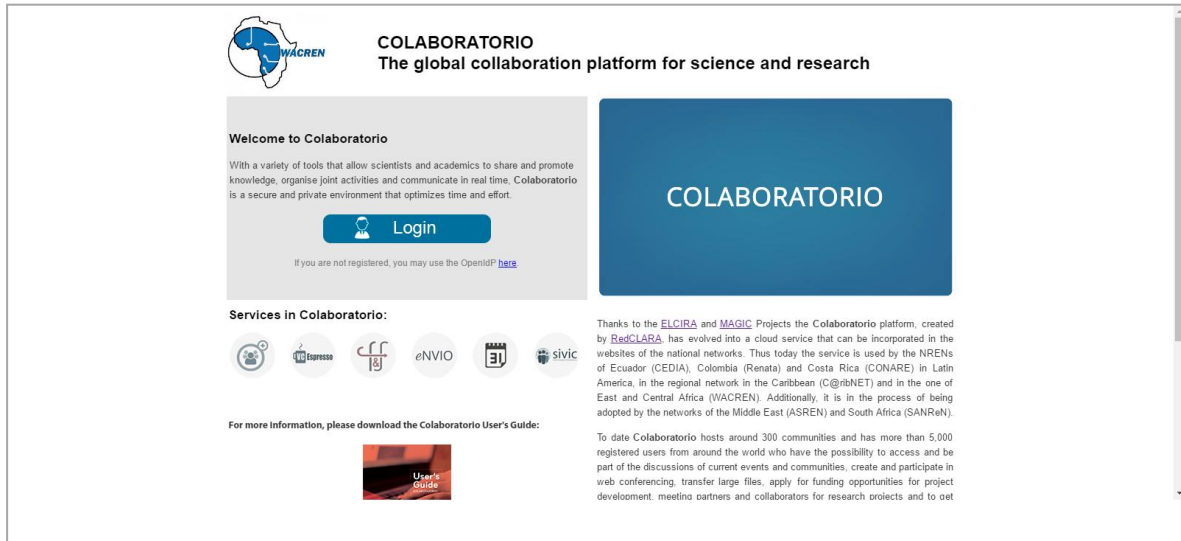


Figure 13: Colaboratorio landing page within the WACREN web environment



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