



D6.2 Website and report on social media activity



Beneficial Microbes to Optimize pest control in Sustainable Tomato production

BeMOST

HFRI-FM17-50

Category	Category I
Scientific area:	Agricultural Sciences – Food Science & Technology
Principal Investigator (PI):	Maria Pappa
Host Institution:	Democritus University of Thrace
Cooperative Organizations:	1. University of Thessaly 2. University Hohenheim 3. German Centre for Integrative Biodiversity Research
Project duration:	42 months (08/01/2020-07/07/2023)

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Deliverable:	D6.2
Work Package	WP6. Dissemination and Communication
Month of Delivery:	M3
Dissemination Level:	Public
Version:	100%



The research project was supported by the Hellenic Foundation for Research and Innovation (H.F.R.I.) under the “1st Call for H.F.R.I. Research Projects to support Faculty Members & Researchers and the Procurement of High-and the procurement of high-cost research equipment grant” (Project Number: 50).

BeMOST

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Summary

D6.2 is a deliverable of WP6 which objectives are:

6.1. To develop and implement the plans for effective dissemination of the project, its activities and results employing a range of communication and dissemination tools;

6.2. To raise public awareness in the project aims and results;

6.3. To coordinate communication activities aiming at the scientific community and stakeholders.

In the context of the WP6 objectives, D6.2 addresses the development and maintenance of the project's website and social media activity.

BeM^oST

BeM^oST Website

The project's website (<https://bemost.agro.duth.gr>) is available since month 3. It is hosted by Democritus University of Thrace server and updated by the PI.

The main page (print screen below) provides direct access to the News, Partners description and Research activities. HFRI funding is acknowledged in a prominent position, links to partners Institutions, the project's logo and icons to the social media accounts are provided in all pages.



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The main menu provides access to the general aims and objectives of the project ('About'), to the different partners of the research team ('Partners'), to the WPs, deliverables and dissemination activities ('Project') and to the project's news ('News'). In addition, the website includes a contact form that is connected to the project's email address. Hits (i.e., visits to separate pages) are recorded. To date, 4015 visits to the main page from different countries have been recorded.



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Social Media Activity

Dissemination and communication with the scientific community and the general public are also performed by means of social media (Twitter and Facebook) accounts. The PI is the administrator of BeMOST social media accounts that are updated regularly to raise awareness about the project itself but also about scientific advancements and environmental challenges.

BeMOST identity

The project's logo (see in the right) was created during the first month of the project. It features the project's acronym and the tomato fruit. It is placed



on the project's website and social media pages. In addition, it is used in all documents of the project (vacancy announcements, letters etc.).

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Twitter page

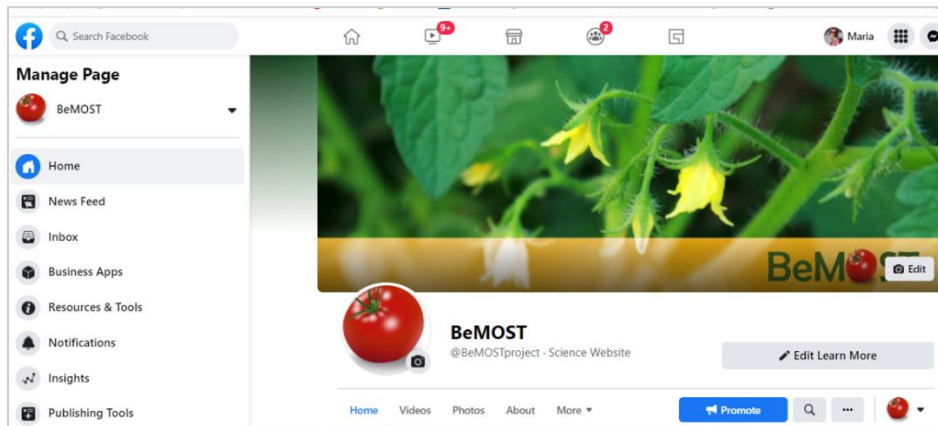
Social media are being used to announce publications, project news and partners achievements and participation to conferences. A dedicated Twitter page (https://twitter.com/BeMOST_project) has been created that is regularly updated by the PI. Currently, it has 125 Followers and has hosted more than 70 posts.



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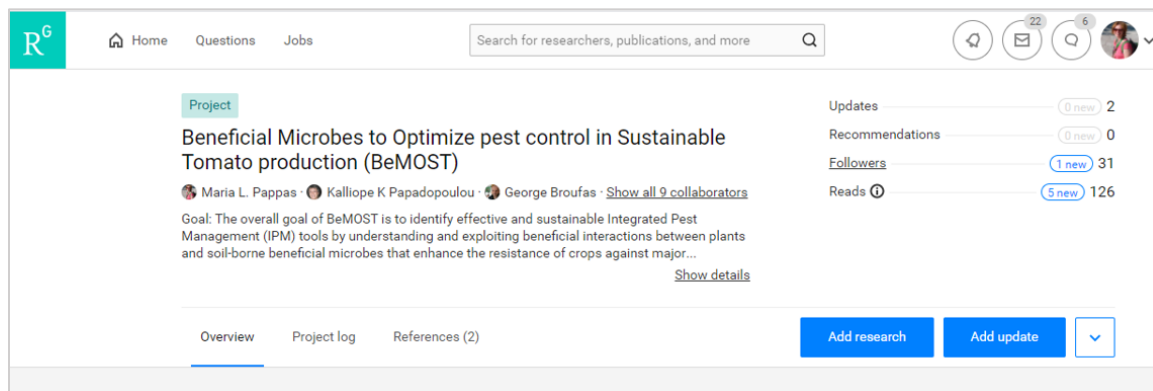
Facebook page

BeM^{OST} runs a Facebook page (<https://www.facebook.com/BeM^{OST}project>) with the aim to communicate the project's news and outcomes in English and Greek.



ResearchGate page

A ResearchGate page has been created to disseminate the project's scientific publications. It currently counts 31 followers and 126 reads.



Delays & Difficulties

No delays were recorded.