



Horizon 2020 Project LETHE

“A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia, based on AI and distributed Machine Learning.”

**Research and Innovation Action
H2020-SC1-DTH-2020-1
GA 101017405**

Duration: 48 months from 01/01/2021

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Deliverable ID.:	D9.5
Deliverable title:	Communication Media pack for the LETHE project
Planned delivery date:	31/12/2021 (M12)
Actual delivery date:	12/01/2022 (M13)
Editor	Matteo Colombo (i2G), Marella Inserra (i2G)
Internal reviewer:	Georgia Karanasiou (FORTH)
Checked and released by	Sten Hanke (FHJ)
Dissemination Level:	X PU = Public;
	CO = Confidential
Type:	Websites, patents, filling, etc



This project has received funding from the European Union’s Horizon 2020 research and innovation programme under Grant Agreement No. 101017405.

This deliverable reflects only the authors’ view and the Commission is not responsible for any use that may be made of the information it contains.



Document information and history

Deliverable description (from DoA)

D9.5 [M12] - Communication Media pack for the LETHE project (i2G), Report of communication channels activated , e.g. videos, flyers, banners, social media and relevant KPIs achieved

Please refer to the Project Quality Handbook for guidance on the review process and the release numbering scheme to be used in the project.

Version N.	Date	Author [Person and Organisation]	Reviewer [Person and Organisation]	Milestone*	Notes
V. 0.1	9/11/2021	Matteo Colombo (i2G)	Georgia Karanasiou (FORTH)	TOC	n/a
V.0.2	4/12/2021	Matteo Colombo (i2G)	Georgia Karanasiou (FORTH)	Revised	n/a
V.0.3	10/01/2022	Matteo Colombo (i2G)	Georgia Karanasiou (FORTH)	Proposed	n/a
V.1	12/01/2022	Matteo Colombo (i2G)		Final	n/a

* The project uses a multi-stage internal review and release process, with defined milestones. Milestone names include abbreviations/terms as follows:

- TOC = "Table of Contents" (describes planned contents of different sections);
- Intermediate: Document is approximately 50% complete – review checkpoint;
- ER = "External Release" (i.e. to commission and reviewers);
- Proposed: document authors submit for internal review;
- Revised: document authors produce new version in response to internal reviewer comments approved: Internal project reviewers accept the document.



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1 Executive Summary

This document is an accompanying guideline for the description of the Media Pack relevant tools and contents used and created to support the LETHE project communication strategy. The produced tools and contents are published in the Media Kit section of the LETHE project website and can be used as direct links in social media channels or LETHE consortium web sites, downloaded or linked through QR codes.

The media pack strategy is presented, and the main objectives are defined along with specific media tools to be used to achieve them and comply with the KPIs defined in the DoA and beyond. Also, the specific target groups and areas of interest are defined with the aim of guiding the communication strategy more effectively.

The templates are also defined for the creation of news for both the Newsletter and the Website as well as as standard model for official Press releases. Finally, the document includes the updated statistics of the media that have been active for the first year of project activities.



2 LETHE Media Pack strategy

The Media Pack Strategy is a fundamental brick of the overall LETHE project communication strategy. The development of the strategy took place within Task 9.2 and its main objective is to organize and produce the most suitable and targeted LETHE project Communication Media Pack to support the communication of the project results.

2.1 Goals

The LETHE media pack strategy is set according to the following goals:

- Increase the LETHE project and resulting, solutions, products and services awareness along the project maturity stages.
- Build engaged communities, understand the communication needs, and develop media tools suitable to the target audiences.
- Prepare the ground to the future market penetration of products and services developed in the Lethe project
- Measure how audience perceives the LETHE project innovation and the relevant business model/s required to make the project results market and financially sustainable.

Each of the goals must be supported by selected media tools such as:

- Newsletters
- Articles and news
- Blog and blog posts
- Videos
- Banners
- Brochures (either traditional and digital)

The Project Web Site and the activated social media channels have been described and reported in D9.4 at M2. Within this Deliverable these channels are described in their function of spreading and hosting the Media pack relevant tools and contents to the target audiences.



2.2 Communication Media Pack relevant KPIs

In this section (Table 1) the Media Pack relevant KPIs and targets defined in the DoA are extracted and the achievements at M12 reported.

Table 1 Media Pack KPIs

Expected impact	Related KPIs	Target	Data concerning the period from 01/04/2021 to 31/12/2021
Unique branding and visual identity of the project, provision of information, improved communication of results and information during the project events	# of project's factsheets/brochures and banners	5	1 brochure and digital brochure available in 5 languages published on LETHE media kit website section 3 banners
	# of eNewsletter 7	7	1 Newsletter produced
	# of videos 2	2	1 Official Project presentation Video 3 Short videos (Lethe Researchers interviews) for social network engagement
	# Blog and blog posts	7	1 Blog platform to be proposed as common platform to share results of LETHE in collaboration with other DTH-02 funded projects (Ref §3.3)

2.3 Media Pack co-creation methodology

The media pack co-creation method is carried out by I2G (T9.2 leader), which guides the whole process of creation and design, in collaboration with the consortium partners involved in the Task. As far as the production of the media pack and relevant contents is concerned, in agreement with the partners involved in the design phase, I2G is the partner responsible for the versions and final publications. Ad-hoc contents



are created according to the intended use and depending on the selected media channel and the main target audience.

Depending on the type of media and content to be created, a co-creation methodology has been defined and shared among the partners' communication team. The methodological basis can be summarized in:

- First media and content's definition phase led by I2G
- Contents sharing with the consortium partners' communication team for generic approval and implementation
- Media and contents editing and production to be uploaded on different platforms/channels selected for the target audience.

Each type of Media and content needs different workflows such as for example:

- Post/news/articles/Newsletters:
 1. content creation
 2. sharing draft with the partners' social media managers
 3. Possible correction and implementation of content
 4. Official dissemination of content on LETHE channels and mention to partners for re-sharing.
- Video:
 1. Creation of storyboard and basic instructions
 2. Document sharing and possible implementations
 3. Video Implementation/Creation
 4. Standardization of the content and creation of the final video

Different working platforms/tools are used for each type of visual or textual content:

- Images: use of Photoshop[®] or Illustrator[®] (Adobe[®] package) for retouching, editing and customising photos
- Infographics and brochures: Venngage[®] editor Premium version are used for the creation of infographics and brochures by providing simple tools, animations and icons.
- Short animated videos: Adobe Spark[®] has been used to create short presentation videos, mainly used on Facebook and Youtube to present collaboration between LETHE and Temi Robot in a simple and entertaining way.
- Video presentations and recordings: Prezi[®] is a portal used to created short videos to be recorded quickly and intuitively.
- Website: Using Wordpress CMS[®] to create templates and add content to the news section.
- Newsletter: Use of the Mailchimp[®] email marketing platform.

To speed up the workflow between project members, a dedicated channel (WP9) in Microsoft *Teams* workspace is used by the LETHE consortium. In *WP9 Teams Channel*, each member can send documents, chat and speed up the communication flow.

2.4 Media Pack target groups and core contents

In this section (Table 2) the Media Pack Target Groups and core contents based on the respective Areas of interest are reported. The objective is to target specific audiences with the most suitable and engaging LETHE project Research and Innovation areas.

Table 2 Media Pack Target Groups and core contents

Target Groups	Areas of interest and how these are converted in communication opportunities through LETHE media pack and contents
<p>People at risk of cognitive decline and improvement in prevention health literacy</p> 	<ul style="list-style-type: none"> • People wish to receive appropriate information and education on their health management • Documenting and raising awareness about the significant contribution made by LETHE solution in the personalized preventive tips and recommendations • Promote the use of market available and affordable digital solutions to access the LETHE monitoring ecosystem
<p>Healthcare professionals</p> 	<ul style="list-style-type: none"> • Wish to enhance their competences and knowledge on technologies available to support their decisions • Are interested in understanding how to use effectively the information available from patient daily routine through innovation processes and technologies • Help citizens and patients to learn more about the health prevention, thus can act as relevant stakeholder in promoting LETHE solutions.
<p>Families, Formal and informal carers</p> 	<ul style="list-style-type: none"> • Increase information available from the loved ones and take control of possible risk factors • Increase the health literacy level on preventive strategies and supporting technologies • Learn health coaching strategies and decision aids to better educate and inform the old relative at risk • Caring for a loved one can be a source of great personal satisfaction but it does create its own set of challenges. Available technologies can help in this direction.
<p>Companies, SMEs and service providers</p> 	<ul style="list-style-type: none"> • Looking for innovative solutions to increase the portfolio offering and generate new services' revenue streams • Scale-up collaboration opportunities • Include any interactive technology (e.g. Temi robot) in the LETHE validated ecosystem
<p>Healthcare Policy makers</p>	<ul style="list-style-type: none"> • Encourage people to lead a healthier lifestyle



- Encourage people to be more involved in decisions about their care so they get services and support that are appropriate for their needs
- Reduce the costs and optimize the use services.
- Set up communication campaigns to better educate the public
- Health literacy strategies

Researchers



- Use technologies for cognitive disease monitoring and prediction
- Would like to integrate in the disease monitoring innovative digital biomarkers
- Believe in the power of AI solutions for healthcare
- Aim to re-use and extend existing technology for research activities.



3 Media Tools

The following media tools have been selected for the LETHE Media pack to run the communication strategy as defined also in the DoA:

- Newsletter
- Articles and news
- Blog and blog posts
- Videos
- Banners
- Brochures

3.1 Newsletters

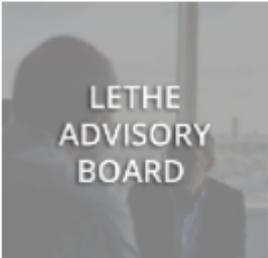
7 Newsletters will be created throughout the project, following an increasing intensity of releases and content, in line with the project evolution and achievements. The Newsletter layout will include news/updates, information about events or videos uploaded on the LETHE YouTube channel¹. In each Newsletter all official social media channels of the project are available. Each Newsletter will be produced and released according to the following principles:

- Plan of Newsletters content type, based on the target audience.
- Involve the consortium for the realization of the Newsletters, in particular the WP and Task leaders who are controlling and managing the outcomes of the activities in defined periods.
- Timeline and duration of publication for each of the 7 Newsletters to be distributed in 48 months.

Table 3 presents the first Newsletter prepared on December 2021, to be published on January 2022

¹ <https://www.youtube.com/channel/UCevy29Thy52NtB4d0sAuOhg>

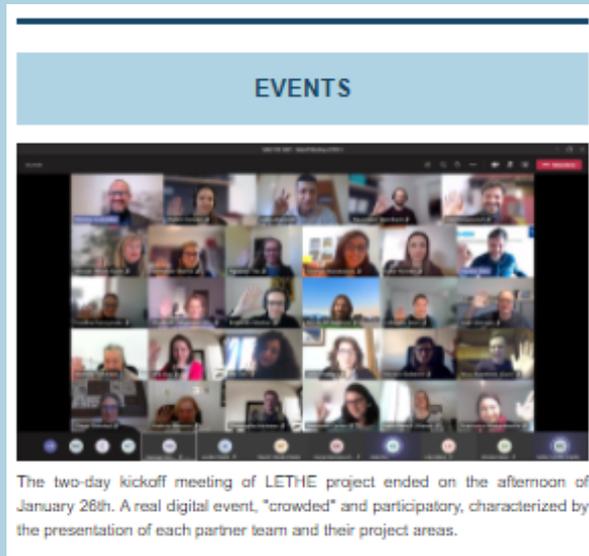
Table 3 Newsletter

SECTION	NEWSLETTER
<p>Latest news. Initial part of the Newsletter. At a glance, the user can see all the news. If you click on a news item, you will be redirected to the main body of the Newsletter with reference to the selected news item.</p>	<div data-bbox="619 607 1211 1503"><h3 data-bbox="826 636 1002 667">LATEST NEWS</h3><div data-bbox="628 707 896 965"></div><p data-bbox="628 981 896 1122">During 2021, the LETHE clinical partners (Finnish Institute for Health and Welfare, Karolinska Institutet, Medical University of Vienna, University of Perugia) have been working closely together.</p><div data-bbox="628 1144 896 1406"></div><p data-bbox="628 1420 896 1487">The task 2.2 has finalized the first version of the LETHE architecture and scenarios in the deliverable 2.2</p><div data-bbox="932 707 1200 965"></div><p data-bbox="932 981 1200 1099">The LETHE Advisory Board (AB) was set up in October 2021 and is composed of people at a higher risk of dementia and members of the public with an interest in brain health.</p><div data-bbox="948 1205 1184 1384"></div><p data-bbox="932 1420 1200 1487">Lisbon Council (a Brussel-based think tank specialized in science and technology</p></div>



Events.

Event section in which partners are involved.



Video.

All video content produced are uploaded on LETHE official YouTube channel. The Newsletter is a great way to further disseminate these videos, in addition to social media posts.



	<p style="text-align: center;">VIDEO</p> <div data-bbox="632 371 1155 871"><p>Interview with Jeroen Bruinsma Maastricht University</p><p>Digital Cognitive Biomarkers</p><p>In this interview we can learn more about partners' contribution to letheproject.</p><p>Follow us: https://www.maastrichtuniversity.nl</p><p>Thanks to Jeroen Bruinsma from Maastricht University in Netherlands and to Christophe Birlener from Alzheimer Europe for the interview</p><p>www.maastrichtuniversity.nl</p></div> <div data-bbox="632 887 1155 1395"><p>Interview with Bianca Schnalzer FH Joanneum</p><p>Digital Cognitive Biomarkers</p><p>In this interview we can learn more about partners' contribution to letheproject.</p><p>Follow us: https://www.fh-joanneum.at</p><p>Thanks to Bianca Schnalzer from FH Joanneum and to Christophe Birlener from Alzheimer Europe for the interview</p><p>https://www.fh-joanneum.at</p></div>
<p>Closure. At the end of the Newsletter you will find all social contacts, the possibility to unsubscribe from the Newsletter and the Grant Agreement number.</p>	<p style="text-align: center;">FOLLOW US</p> <div data-bbox="778 1615 995 1641"></div> <div data-bbox="847 1704 922 1753"></div> <p><small>This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 101017405. ec.europa.eu/digital-single-market/en/policies/letheath</small></p> <p><small>This newsletter reflects only the author's view and the Commission is not responsible for any use that may be made of the information it contains.</small></p>



3.2 Articles and News

Articles and News are important media contents to be used to increase the LETHE project visibility and raise awareness regarding project achievements and activities. A methodology to define the content type and the content generation process has been agreed among the consortium. The LETHE articles and news are based on the collaboration among project partners, in particular the Task and WP leaders who can act as content owners, authors, and editors thanks to their managerial position in the activity progress. I2G as T9.2 leader will lead the process to gather opinions on contents type and set priorities. Consortium partners are asked to share their needs and use cases when it comes to content creation, content publishing and content management to identify candidate content types. These discussions also include the evaluation of the content strategy and content governance.

The next step is to build the taxonomy for the metadata fields that will be used to create the News. A “NEWS description file” (Figure 1) published on MS Teams “WP9 dissemination and Communication channel” help consortium partners identifying the metadata fields that will dictate the content types:

- Headline
- News Type
- Target Audience
- Abstract
- Picture upload



Figure 1 NEWS description file

Create new NEWS						
Headline						
News Type						
Target						
Abstract						
Body						

3.3 Blog and Blog Posts

In order to generate collaboration between all the projects active in the Horizon2020 Call topic DTH-02-2020 (e.g., LETHE, ALAMEDA, BRAINTEASER, FEMale, iHELP, TIMELY and WARIFA), LETHE communication team has created a specific networking blog to be shared, maintained and fed with relevant information among the projects' coordinators. LETHE project coordinator is the initiator and will coordinate this activity. A platform² (see Figure 2) where each referent of different project will have the possibility to upload articles or updates about his project has been selected and the Blog page generated. This will allow the creation of synergies between projects widening the communicative and collaborative echo.

² <https://medium.com/>

Figure 2 Digital Transformation in Healthcare Blog



About

About Digital Transformation in Healthcare [Edit](#)

Personalised early risk prediction, prevention and intervention based on Artificial Intelligence and Big Data technologies



3.4 Videos

The first official video has been created to present the LETHE project, its objectives and how the experience inherited by the FINGER study (THL and KI) is used and analysed to develop the Finger 2.0 protocol (Table 4).

When the LETHE project solution is ready-to-use (prototype), a video presentation will be created. In this case we will deepen the insight into the technical details of the project. A scientific slant will be given to the video, to be disseminated widely among academic and scientific partners. LETHE and its partners will be able to use the video to showcase the project and its progress by comparing it with to the results of the Work Packages.

In addition to the two official videos, video interview clips have been produced to animate Lethe official social media.

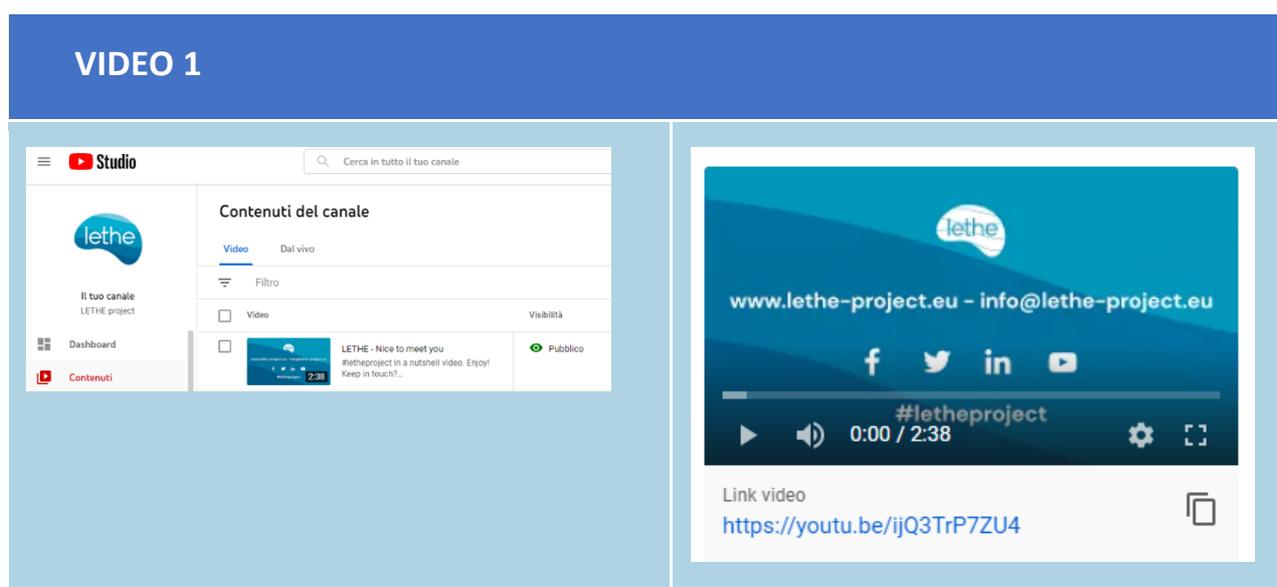
3.4.1 Video 1

Below, the references with which the video was made and the general guidelines for its creation.

- **Audience:** The video aims to provide a general presentation of the project, so the target audience will not necessarily be institutions or researchers but rather users aged between 30 and 80 who are interested in project topics and who may have cases in their family of proximity to dementia or Alzheimer's disease. The idea is a massive dissemination and broadcasting of the project no deepen in technical detail (e.g. general project presentation).
- **Style:** According to the chosen target and the video broadcasting objectives, we thought of proceeding with a video with interviews and photos related to the main project focus area and keyword.
- **Storytelling:** The creation of the video is developed beforehand through the description of the main points of the LETHE project and its progress. A timeline indicates the video duration and topics are inserted through key words.

- **Method:** I2G followed the entire content design, the fine-tuning of the storytelling and the choice of topics to be treated and developed in the video. Collaboration with LETHE partners has been established to implement the contents of the video. In order to do this, precise indications have been given to the collaborators (mood, text, tone). I2G edited the materials to generate a homogeneous mood to in the videos.
- The first video was uploaded on the official YouTube channel and spread through social: <https://youtu.be/ijQ3TrP7ZU4>

Table 4 1st official LETHE Video



3.4.2 Video 2

Below, the guidelines that will be followed for the creation of the second official video:

- **Target audience:** Scientific partners, technicians, Universities, researchers, companies interested to the LETHE project research to enable future market opportunities.
- **Style:** In accordance to the content to be disseminated, a video will be created with a consistent style and mood with a clean, effective, immediate and technical details.
- **Storytelling:** Video creation is planned beforehand through the description of the salient points related to the devices developed during the research and studies of the LETHE project. A timeline will indicate the duration of the video where the themes (through key words) to be treated in the video will be inserted.
- **Method:** I2G will follow the same approach used for the production of the 1st official video of the project.

3.5 Brochures

Brochure, traditional and digital (available in the Media Kit page of the LETHE website), is a small booklet or folded paper giving brief details about the LETHE project. It includes illustrations and is made to be eye-catching and easily read. The target is mainly general public. This document style will change according to its intended use. For technical information, texts will be detailed and specific and images will be included. For the general information about the project, in the brochure, the text will be simple, fluent and with a considerable use of images. In both cases, a homogeneous graphic design and colour scheme will be maintained, as also indicated in the colour-coded logo guideline. The graphics will also be consistent with the official LETHE website.

Brochure:

- **Topic:** Informative about LETHE project.
- **Target audience:** LETHE project should be communicated to as many shades of public as possible. This kind of brochure aims to attract readers with empathy or proximity to the LETHE key objectives and the solution features.
- **Style:** Simple, immediate. Contrasting colours to make text and images stand out.
- **Plan** of brochures content type based on the target audience
- **Description** of the process involving the consortium for the realisation of the brochures (digital and paper based): The first brochure was produced through an online platform, Venngage® Premium. Draft brochure was shared among all WP9 partners. Everyone was allowed to modify both graphic and textual aspects. A word file with texts was also shared. In this file, partners could make changes or add content in their national languages. Once all partners agreed with the changes, the final version of the brochure was uploaded in LETHE project official website with Flipboard® Plug in.
- **Five versions of the brochure** have been produced in 2021: German, Italian, Greek, English, and Finnish. Brochures in other EU countries' languages will be produced along the project duration and published in the Media Kit section of the LETHE web site. In WordPress®, Flipbook is a pdf file or set of images that are converted into a real book-like structure. The page-turning effects and animations give the real feel of reading a physical book.

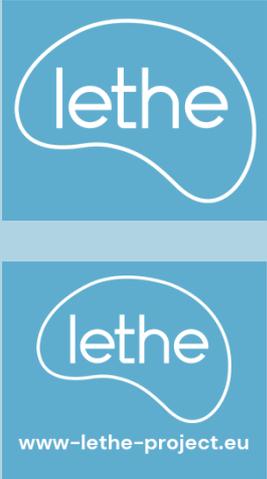
Table 5 LETHE Brochure



3.6 Banners

Different types of banner graphics were produced depending on the kind of portal that will host them. The preference is for graphics combined with a short disclaimer that will attract the attention of the user entering a specific web page where the banner is published. If the banner is to be placed on scientific or technological sites, a more specialised copy or pay off will be inserted. If, on the other hand, it is to be used in a more broadcasting context, we will use the logo to enhance the brand identity. Eight different banners were produced based on the best suggested web sizes.

Table 6 LETHE Banners

TYPE	BANNER IMAGE
Leader Board	
Medium Rectangle	
Pop Up Under	



	
Square pop	
Vertical Rectangle	

Of these 8 banners, 3 were selected and shared among all project partners through the MS Teams platform.

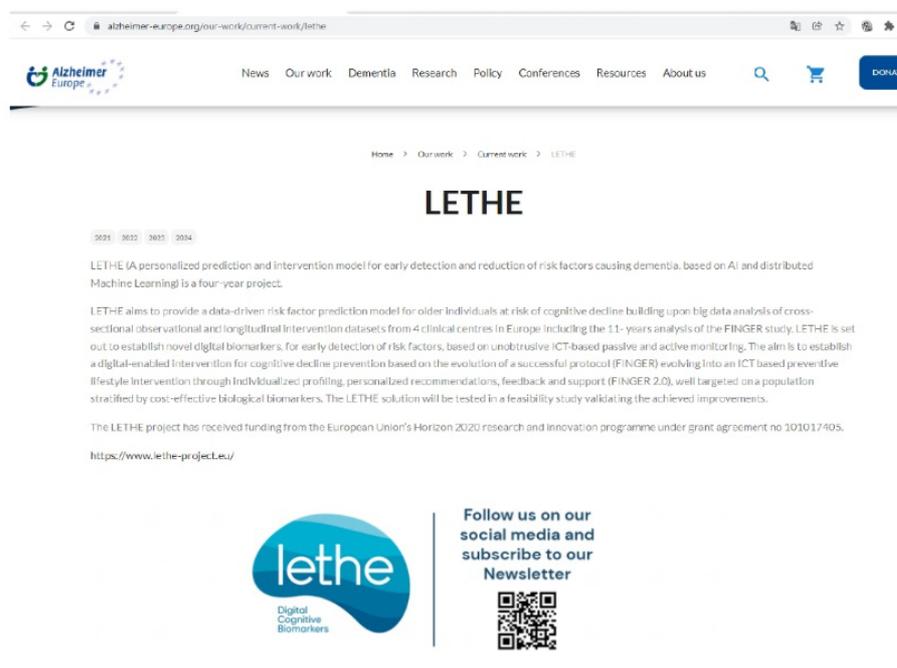
Each banner must be associated with the Newsletter subscription link, aiming at raising the attention and increasing the number of Newsletter subscribers. In addition, each banner has a QR code, which when scanned, leads to a summary landing page containing all the links to the different official social media of the LETHE project.



The image below (Figure 3) is an example on how the banner has been used and it shows LETHE banner on Alzheimer Europe's website.

Figure 3 LETHE Banner on AE website

<https://www.alzheimer-europe.org/our-work/current-work/lethe>





4 Press Kit

Press releases are created at the same time with significant events, milestones reached or project status. Press release are inserted into a standard template provided to all members. The template layout consists of a header with logo, a central body to be implemented with the main points of the news (following the journalistic criteria of the 5 Ws - What, Who?, Where?, When?, Why -. Each point must be implemented up to a maximum of specified characters within the document) and a footer with references to the Horizon 2020 call and funding acknowledgement. The press release is accompanied by an image.

Once approved, the press release (created in English) is disseminated to all partners who can translate it into local languages and localized to the need of each country's Press system. The yellow underlined headings are the fields partners are advised to fill with information/news/images. See below Figure 4.

Figure 4 Press Release Template

The screenshot displays a press release template with the following sections:

- Header:** LETHE logo and project title: *LETHE (Ljibn) – A personalized prediction and intervention model for early detection and reduction of risk factors causing dementia, based on AI and distributed Machine Learning*. Below it, a placeholder: "Press release – (insert press release date)".
- Section Headers (yellow underlined):** TITLE:, SHORT INTRODUCTION, IMAGE, NEWS:, OPTIONAL - PARTICIPANTS LIST(with incorporated link to official website), INFO NEWSLETTER SUBSCRIPTION AND SOCIAL MEDIA:.
- Participants List:** A list of participating institutions with blue hyperlinks: FH JOANNEUM – University of Applied Science, Medical University of Vienna, University of Perugia, Karolinska Institutet, Finnish Institute for Health and Welfare, Alzheimer Europe.
- Image:** A placeholder image showing a grid of video conference participants.
- Footer:** A QR code for newsletter subscription and a URL: <https://linktr.ee/letheproject>.



5 Social Networks as channels to boost the media pack and contents

Social channels are useful tools to boost media content and to achieve the right target:

- **Facebook, LinkedIn and Twitter** have a huge potential audience. Thanks to posts, mentions and hashtags you can:
 - Spread communication about the Newsletter availability and invite people to join the LETHE community.
 - Notify news publication or brochures creation on the official LETHE website (increasing website traffic)
 - Post YouTube video link increasing views on social media channel
 - Hashtag help users to find information or topics they are interested in.
- **Official website** aims to gather detailed information about the project. Information brochures will be uploaded to the Media Kit section.
- **Linktree** is a link (<https://linktr.ee/Letheproject>) leading to a landing page that collects and summarises in one screen all the LETHE project communication channels created. It also contains an invitation to join the community to receive Newsletters and the possibility to view Newsletters archive of sent. The link is useful and used in the bottom part of digital documents.
- **Blog:** The idea is to create a "blog" platform on the website where all projects from the same H2020 call can collaborate. This will implement networking between groups and the possibility of sharing content or updates.

5.1 One year after LETHE social media channel management: what we have learnt

With regard to social media, each platform has a different userbase and target audience behaviour.

I2G tracks LETHE social media performance and adjusts the strategy accordingly. Social media results are monitorable and measurable and provide an overview of the follower: Age, Location, Job title or industry, Interests. Analysing results, we improve our communication techniques and strategies to achieve a tailored communication approach, following:

- E.g., Facebook: At the moment, this social media is used to communicate information about the project in a light and not too in technical mood. The idea is to build a simple, usable and appealing profile for LETHE target users. LETHE's future strategy will be to create a web survey and a Health Literacy portal where people interested in prevention, dementia and Alzheimer's onset topic can use our content to learn about these themes. To be able to engage and reach these people/targets audiences a precise profile has been created: each post created contains mentions "@" to related associations, groups or companies that can repost our content in a collaborative perspective. In fact, collaborations and mentions of external profiles are very important for networking and widening the echo of a potentially interested community.
We noticed that Facebook is a social media platform where news and contents are assimilated in a different way than other social media such as LinkedIn or Twitter. Facebook users prefers simple and immediate news, compared to LinkedIn or Twitter, which are more professional and with rapid approach. For this reason, analysing each Facebook post engagement, we decided to adopt a



different strategy, taking advantage of TikTok social channel. TikTok is not really a social media channel but rather a creative platform for creating short videos. Person-centred content and creative entertainment are more appealing and engaging. For this reason, we created TikTok LETHE profile. Thanks to its algorithm, TikTok offers us targeted videos related to health, prevention, dementia, Alzheimer's, A.I. . By monitoring this content, if relevant, we can repost it on Facebook and analyse the followers impact and growth.

- E.g., LinkedIn: This social media is mainly used for technical insights content publishing. We realised that in order to increase collaborations between projects and partners, sharing posts from other projects profile it's a good way to support project. This also increases the echo projects and networking.
- E.g., Twitter: With just a few characters, it is necessary to pass on information, news, event or meetings. Same rule to be not too self-referential is valid on twitter to increase the echo projects and networking. Also, in this case, sharing posts from other companies' profile is a good way to support profile visibility.



6 Reporting activities M12 (December 2021)

From January 2021 to date, the following communication channels and Media tools are running:

- Website official:
 - www.lethe-project.eu
- Social media Channel:
 - [LinkedIn](#)
 - [Twitter](#)
 - [Facebook](#)
 - [YouTube](#)
- Video creation portal:
 - TikTok offers targeted short videos related to health, prevention, dementia, Alzheimer's, A.I.. By monitoring this content, if relevant, we can repost it on Facebook and analyse the followers' impact and growth.
- Newsletter :
 - Mailchimp Newsletter tool has been used
- Banner
- Video (On Youtube channel)
- Brochure
- Blog (On Medium platform)

6.1 Website

Table 7 LETHE Website KPIs

Expected impact	Related KPIs	Target from DoA	Data concerning the period from 01/04/2021 to 31/12/2021
Online information point, communication of project's news and results, liaisons with other initiatives	# of unique visitors	5 K	1236
	# of duration of visits	5 min	2,16 min
	# of page views	15 K	3,8 K

Table 8 LETHE Website users overview

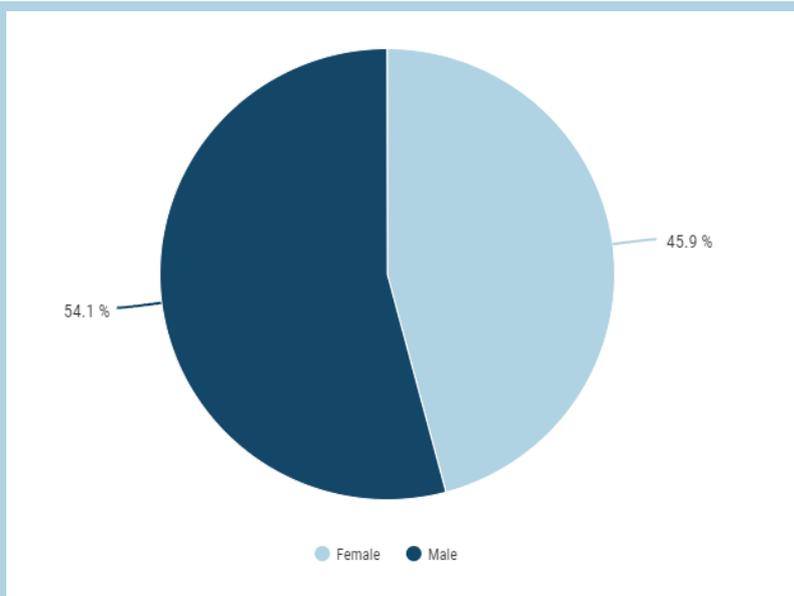
DATA CONCERNING PERIOD FROM 1/04/2021 TO 31/12/2021																																		
USERS OVERVIEW	<p>The chart displays the number of users per month. The y-axis ranges from 0 to 300. The x-axis shows months from March 2021 to December 2021. The data points are approximately: March (50), April (200), May (150), June (180), July (100), August (150), September (220), October (250), November (150), December (120).</p>																																	
MOST VIEWED PAGES	<table border="1"> <thead> <tr> <th>Pagina</th> <th>Visualizzazioni di pagina</th> <th>% Visualizzazioni di pagina</th> </tr> </thead> <tbody> <tr> <td>1. /</td> <td>1.748</td> <td>46,23%</td> </tr> <tr> <td>2. /partners/</td> <td>293</td> <td>7,75%</td> </tr> <tr> <td>3. /lethe/</td> <td>241</td> <td>6,37%</td> </tr> <tr> <td>4. /news-events/</td> <td>218</td> <td>5,77%</td> </tr> <tr> <td>5. /work-packages/</td> <td>217</td> <td>5,74%</td> </tr> <tr> <td>6. /prevention-of-dementia/</td> <td>202</td> <td>5,34%</td> </tr> <tr> <td>7. /media-kit/</td> <td>159</td> <td>4,21%</td> </tr> <tr> <td>8. /deliverables-publications/</td> <td>147</td> <td>3,89%</td> </tr> <tr> <td>9. /contact/</td> <td>125</td> <td>3,31%</td> </tr> <tr> <td>10. /milestones/</td> <td>93</td> <td>2,46%</td> </tr> </tbody> </table>	Pagina	Visualizzazioni di pagina	% Visualizzazioni di pagina	1. /	1.748	46,23%	2. /partners/	293	7,75%	3. /lethe/	241	6,37%	4. /news-events/	218	5,77%	5. /work-packages/	217	5,74%	6. /prevention-of-dementia/	202	5,34%	7. /media-kit/	159	4,21%	8. /deliverables-publications/	147	3,89%	9. /contact/	125	3,31%	10. /milestones/	93	2,46%
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TOP 10 COUNTRIES LETHE

Paese	Utenti	% Utenti
1. Austria	230	18,56%
2. Italy	177	14,29%
3. United States	150	12,11%
4. Finland	113	9,12%
5. Greece	83	6,70%
6. Netherlands	70	5,65%
7. Spain	47	3,79%
8. Germany	41	3,31%
9. United Kingdom	40	3,23%
10. China	30	2,42%

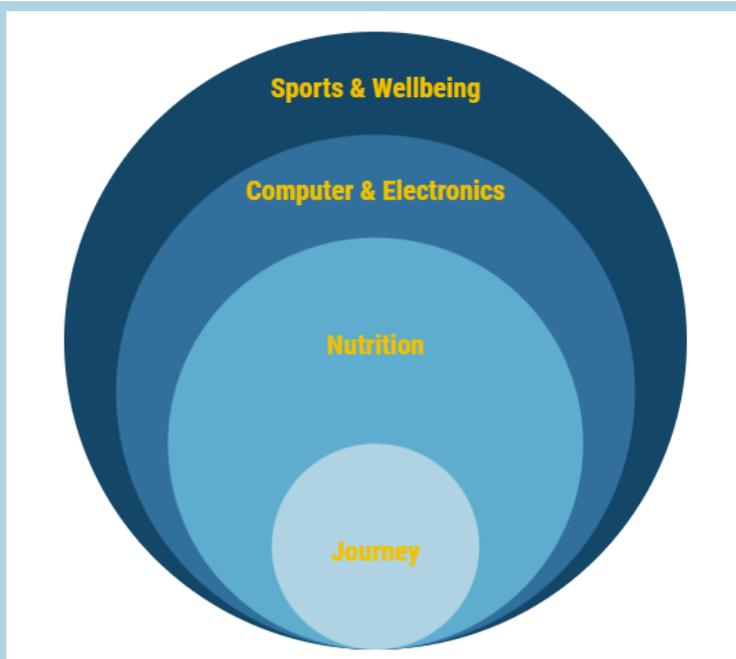
GENDER





FIELD OF INTEREST

(This data was taken from anonymous information collected by Google based on users' searches, browsing patterns and App.)





6.2 Social Media

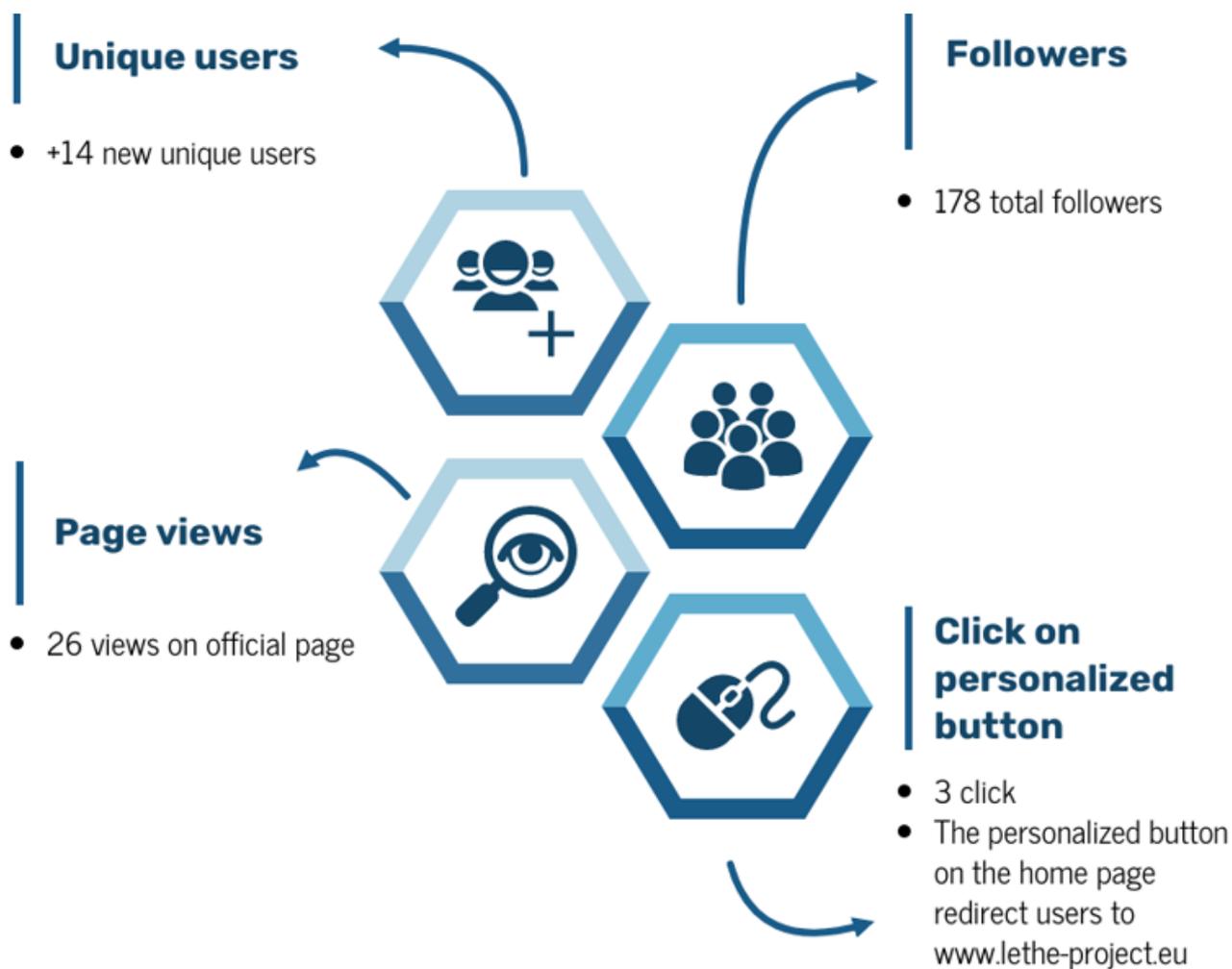
Table 9 Social Media KPIs

Expected impact	Related KPIs	Target in the DoA	Data concerning the period from 07/02/2021 to 31/12/2021
Increase visibility before stakeholders active in social media, viral marketing, direct communication with followers	# of followers	1 K	312
	# of posts	1 K	158
	# of interactions	500	Facebook: 341 LinkedIn: 416 Twitter: 511
	# of impression		Twitter: 8,1 K (period concerning last 91 days)

6.2.1 LinkedIn

- www.linkedin.com/company/lethe-project
- Official @LETHE Project
- #letheproject

Figure 5 LinkedIn Statistics - M12





FOLLOWERS DEMOGRAPHICS DATA RELATED TO JOB SECTOR:

- ICT and services 17,33%
- Educator 16%
- Research 15,33%
- Hospital and healthcare 11,33%
- Health - wellbeing 7,33%
- Pharmaceutical company 6%
- Medicine 2,67%
- Medical tools 2,67%
- Software 2,67%
- Governmental administration 2%

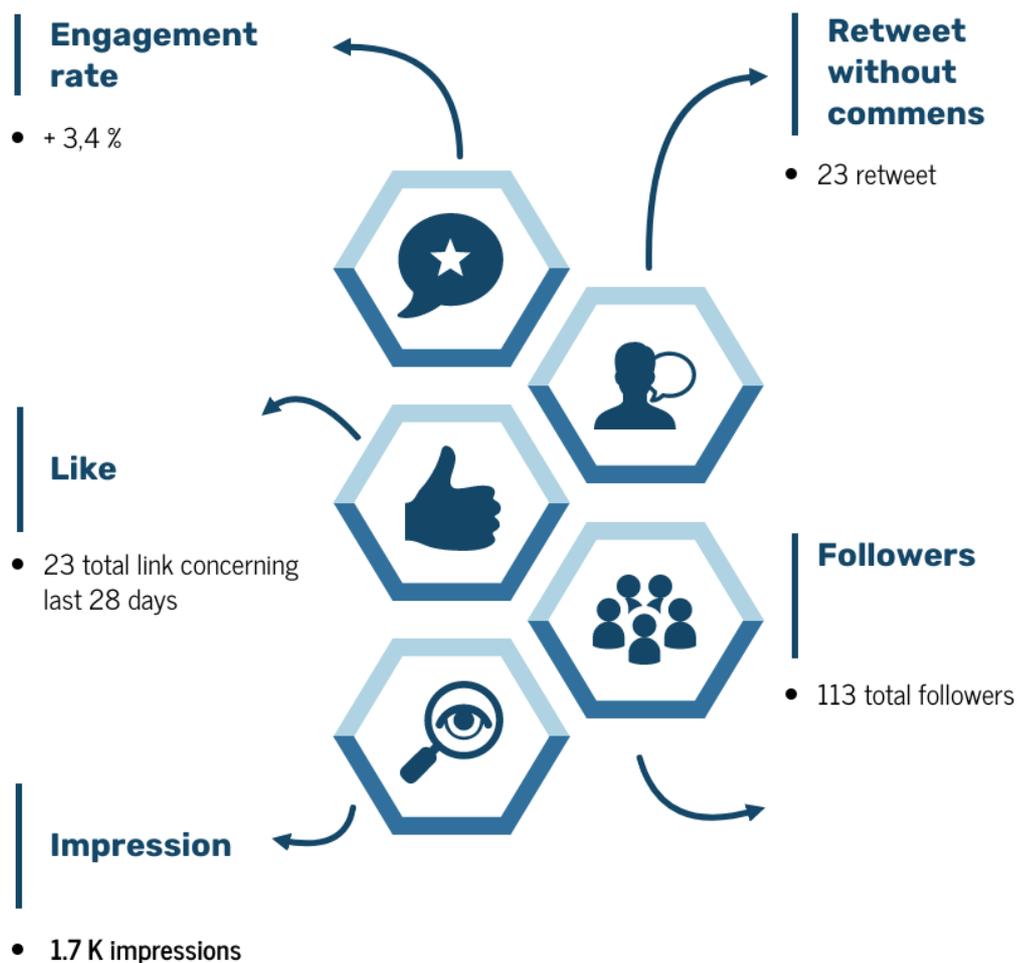
Figure 6 LinkedIn Followers Demographics



6.2.2 Twitter

- www.twitter.com/lethe_project
- Official @lethe_project
- #letheproject

Figure 7 Twitter Statistics - M12



6.2.3 Facebook

- www.facebook.com/theLETHEproject
- Official @theLETHEproject
- #letheproject

Figure 8 Facebook statistics M12





7 Conclusions

This document supports the LETHE large communication campaign through several media and defines the method of work to effectively create the contents to be used in the media for target audience, out of the project achievements.

On project month 48, the updated list of Media Pack and relevant report will be issued as additional deliverable (D9.6) and will also include the strategy followed to support the long-term health literacy communication whose main hub will be the Health Literacy Portal (D9.7) currently under the co-design phase with relevant partners involved in WP8 and WP9.