Deliverable 8.1: Project website and promotional material

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31/03/2016

Work Package 8: Exploitation and Dissemination

InVID - In Video Veritas: Verification of Social Media Video Content for the News Industry

Innovation Action

Horizon 2020, Research and Innovation Programme

Grant Agreement Number 687786

Dissemination level	*Public*
Contractual date of delivery	*31/03/2016*
Actual date of delivery	*31/03/2016*
Deliverable number	*D8.1*
Deliverable name	*Project website and promotional material*
File	*D8.1*_v1.0.docx
Nature	*Website*
Status & version	*Final, V1.0*
Number of pages	*19*
WP contributing to the deliverable	*WP8*
Task responsible	*CERTH*
Other contributors	*All partners contributed comments, ideas and other materials (e.g. images) for supporting the design of the website and the communication kit. DW established the InVID Twitter account.*
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EC Project Officer	*Miguel Montarelo Navajo*
Keywords	*InVID website, InVID communication kit, InVID dissemination materials, InVID social media*

Abstract:

This deliverable introduces a set of created promotional materials and established means for disseminating the activities of the InVID project. This set inludes: (a) the project website that will act as a central repositoty of news and other materials related to the project (e.g. deliverables, demos, presentations and software releases), (b) the project communication kit that is composed of the introductory project presentation and the project leaflet, and (c) other promotional materials, such as the project poster, and a number of dissemination channels that enable active and constant presence of the project in social media (Twitter, YouTube and SlideShare, for the time being).

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1 Introduction

This deliverable provides a comprehensive overview of the promotional materials and means that will be used for the dissemination of the InVID project. This overview starts in Section 2 with the presentation of the project's website, which gives the reader a detailed view about the use and the content of each specific webpage of the website. It then continues in Section 3 with the description of the communication kit of the project, that is composed of the overall project presentation (see Section 3.1) and the project leaflet (see Section 3.2). Additional means and materials for disseminating the activities of the InVID project are reported in Section 4, including the project poster (see Section 4.1) and the initial presence of the project in social media (see Section 4.2). The final Section 5 provides a brief summary of the information reported in the deliverable.

1.1 History of the document

Table 1: History of the document

Date	Version	Name	Comment
15/03/2016	V0.1	E. Apostolidis, K. Apostolidis, D. Galanopoulos, V. Mezaris, CERTH	Skeleton of the deliverable
18/03/2016	V0.2	E. Apostolidis, K. Apostolidis, D. Galanopoulos, V. Mezaris, CERTH	Draft version of the deliverable
23/03/2016	V0.3	E. Apostolidis, K. Apostolidis, D. Galanopoulos, V. Mezaris, CERTH	Complete version submitted for Quality Assurance
29/03/2016	V0.4	Denis Teyssou, AFP	QA commented version of the deliverable
31/03/2016	V1.0	E. Apostolidis, K. Apostolidis, D. Galanopoulos, V. Mezaris, CERTH	Final document after Quality Assurance, submitted to the EC

2 Project website

The official website of the InVID project can be accessed via the following link: http://www.invid-project.eu. This website was created based on the Wordpress CMS (Content Management System) and its design is fully responsive in order to provide an optimal viewing and interaction experience (i.e. easy reading and navigation with a minimum of resizing, panning, and scrolling) across a wide range of devices, such as desktop computer monitors, laptops, tables and smartphones. For enhancing the visibility and accessibility of the website we integrated a Search Engine Optimization (SEO) Wordpress Plugin (Yoast SEO) in order to ensure that the existing content on the website will be easily reachable by the online search engines. By using this SEO tool, during the creation of each page or post of the website we are able to: (a) define a set of descriptive tags, (b) determine appropriate focus keywords, (c) form the snippet of the webpage, (d) evaluate the discoverability of its URL, and (e) assess the reachability of the textual content that describes the embeded videos and images. Moreover, aiming to further increase the presence of the website on the web we also created an InVID Project Google+ account which links to this website. Finally, analytics about the accessibility and use of the website will be collected with the help of the Piwik analytics platform.

The visitors of this website can get a detailed and up-to-date view about the activities of the InVID project, can obtain the published dissemination materials (newsletters, presentations and leaflets) and subscribe to our mailing lists, and can access the outcomes of the project, i.e. a set of publicly released InVID technologies and the project's deliverables, publications and presentations.

The homepage of the website is illustrated in Figure 1. The main components of this webpage are:

- the clickable InVID logo which is visible in every webpage of the website and links to its homepage;
- the main menu of the website composed by the menu items "Home", "News", "About InVID", "Publicity", "Tools & Services" and "Results";
- the sliding banner of the website with examples of our analysis and verification tools, an overlaid text box with the main concept of the project (i.e. the pitch), and a "Read More" button which directs the visitor to the description of the project;
- the "Latest News" area that contains brief descriptions and links for the six most recently added posts on the website, where the latter are displayed in a 2x3 grid format;
- a "Search here" area that enables the visitor to search content that is available on the website, such as previous posts, comments, events, tools, dissemination materials and so on;
- a Twitter Feed that displays the activity of the InVID (@InVID_EU) and a number of other selected related/worth-to-follow Twitter accounts;
- the "Archives" area which stores and lists the posts that have been added to the website, on a monthly basis;

- the footer of the website which is visible in every webpage of the site, providing information about the Project Coordinator, the Funding Agency and ways to Contact us, and containing details about Legal Issues and the adopted Privacy Policy.

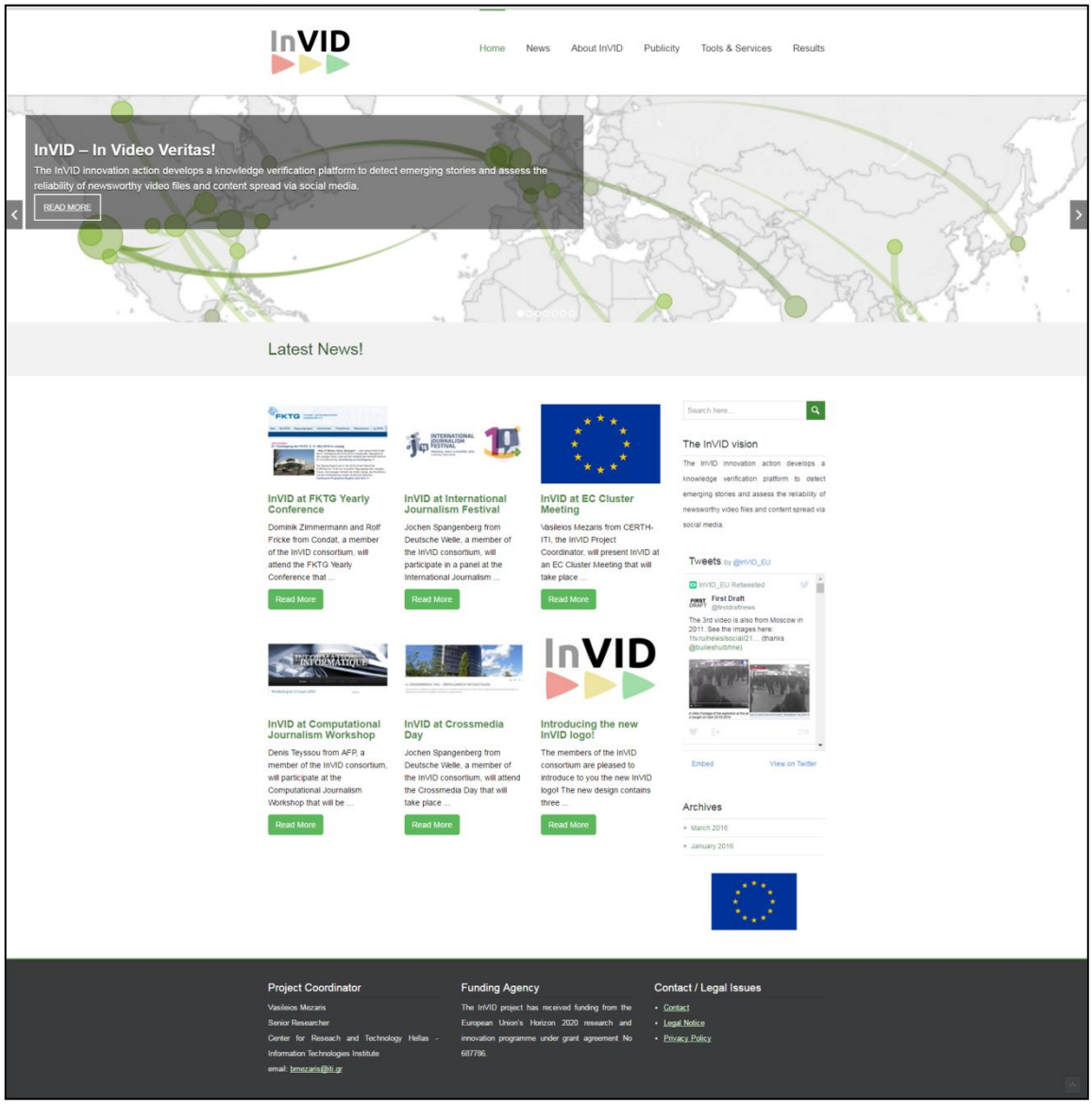


Figure 1: The homepage of the InVID website

Concerning the items of the main menu which is displayed in every webpage of the InVID website:

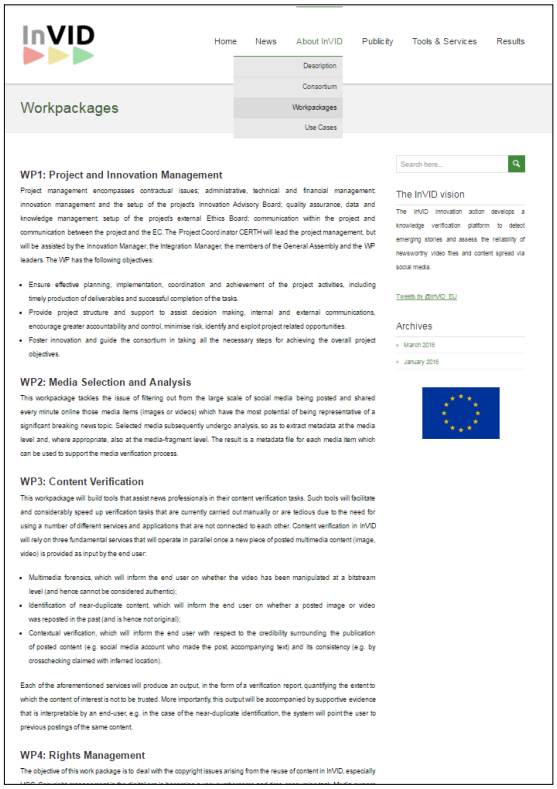
- the "Home" item directs to the homepage of the website (see Figure 1);
- the "News" item links to a webpage that lists the posts of the website, where each post is a separate news item, in reverse chronological order (i.e. the most recent is displayed first), as depicted in Figure 2;
- the "About InVID" item contains a submenu with links to (a) the description, (b) the consortium, (c) the work packages and (d) the use cases of the project, as shown in Figures 3(a)-3(d);

- the "Publicity" items includes a submenu that links to materials and activities related to the dissemination of the InVID project, namely (a) the Communication Kit of the project (further details about this can be found in Section 3), (b) a list of events (each of them described by a separate news item) that are relevant to the project, i.e. either organized/attended by members of the consortium or being of particular interest to the InVID project, (c) the published newsletters of the project, and (d) information about contacting us and subscribing to our mailing list, as depicted in Figures 4(a)-4(d);
- the "Tools & Services" item leads to a webpage with a list of existing technologies (providing also descriptions and tutorials for each one of them) that will be developed or further improved for the needs of the InVID project, as presented in Figure 5;
- the "Results" item links via its submenu to the webpages that list the project's (a) deliverables, (b) publications and (c) presentations, as shown in Figures 6(a)-6(c).

Figure 2: The "News" webpage

(a)

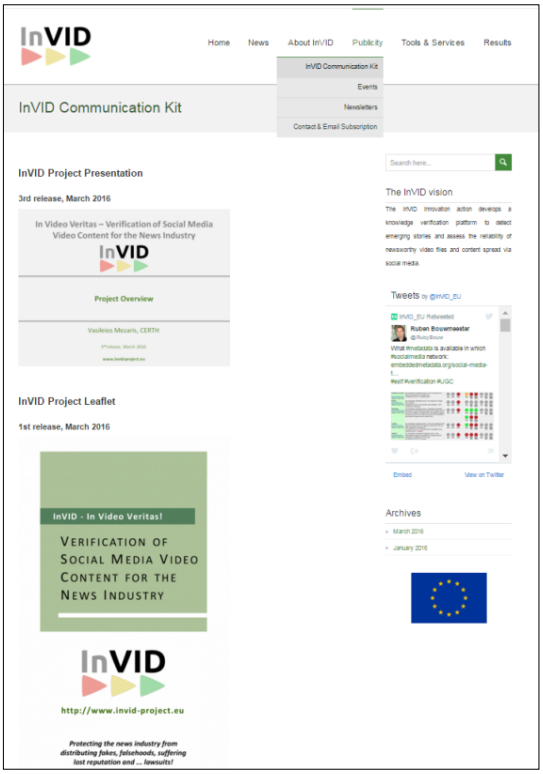
(b)



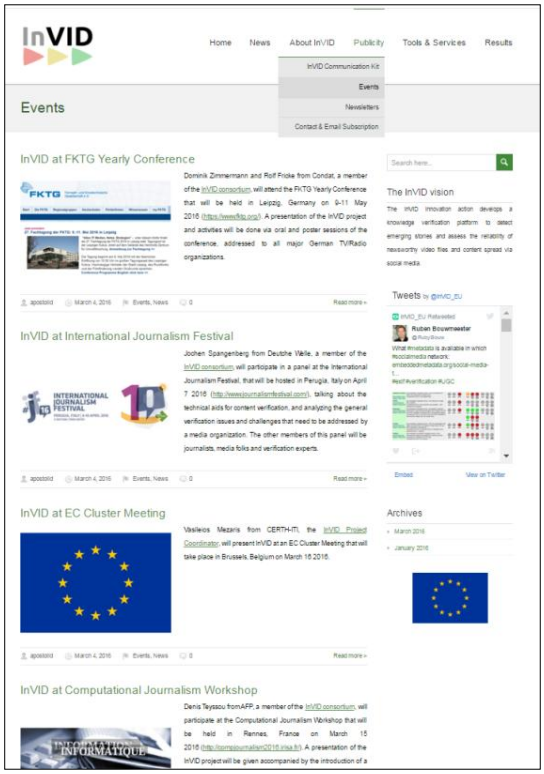
(c)

(d)

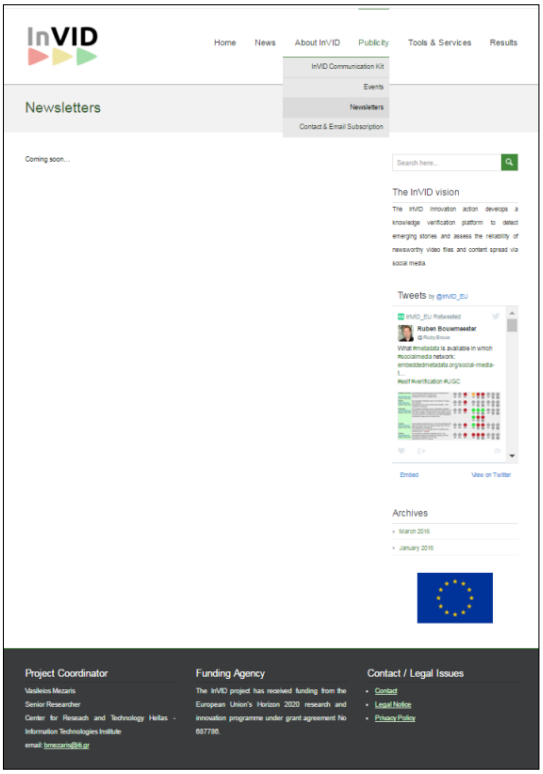
Figure 3: (a) The webpage with the description of the project, (b) the webpage with a brief description of each member of the project consortium, (c) the webpage with the description of the work packages of the project, (d) the webpage with the use cases of the project



(a)



(b)



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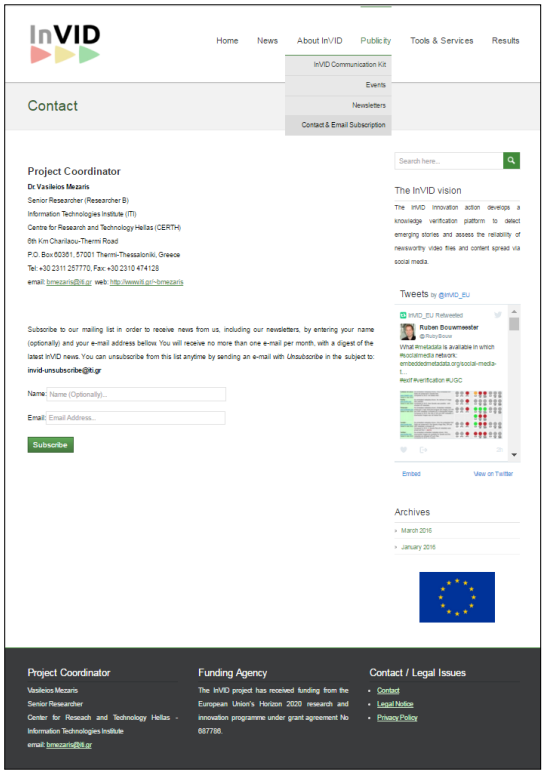


(d)

Figure 4: (a) The webpage with the communication kit of the project, (b) the webpage with a list of project-related events (each of them described by a separate news item), (c) the webpage with the newsletters of the project, (d) the webpage with contact information and the form for subscribing to our mailing list

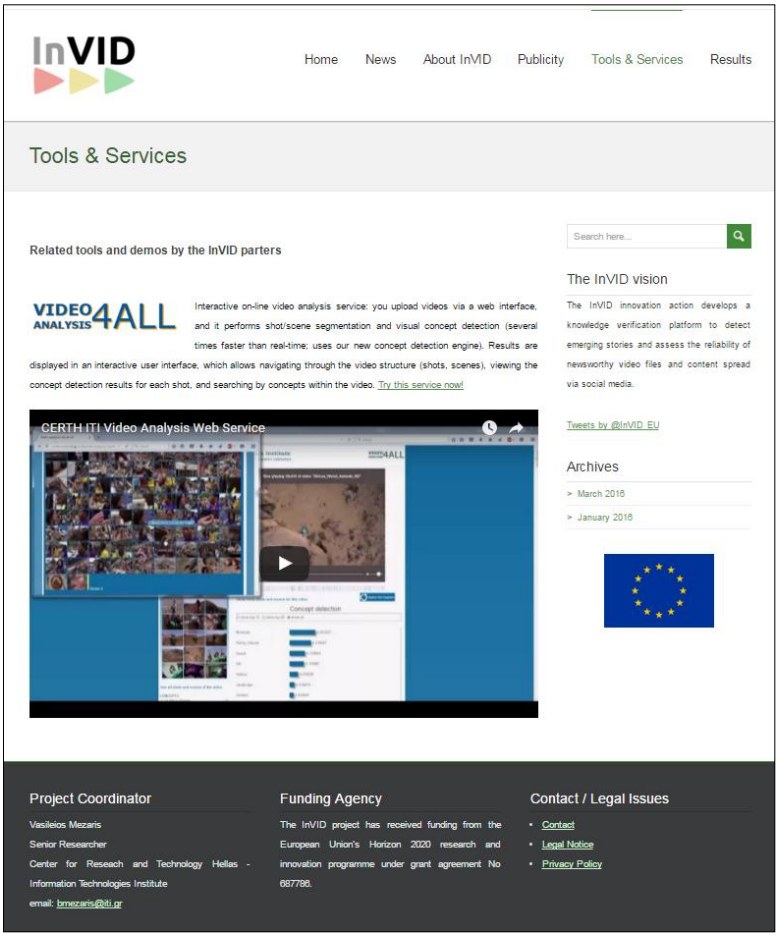
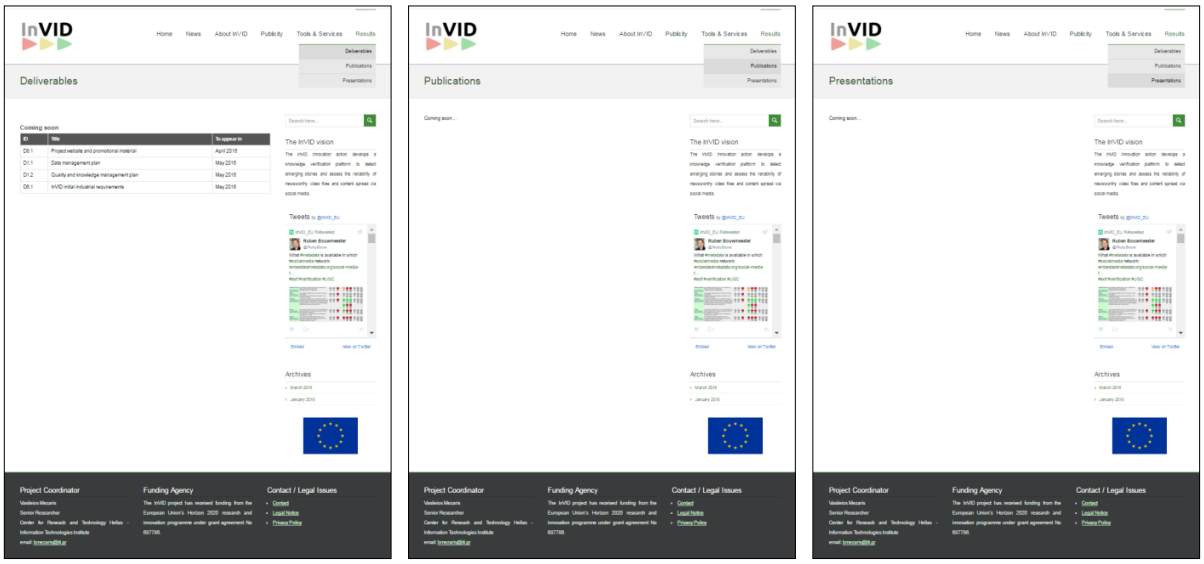


Figure 5: The webpage with information about technologies (tools, services, applications, etc.) that will be employed and further improved/extended according to the requirements of the project



(a) (b) (c)

Figure 6: (a) The webpage with the project's deliverables, (b) the webpage with the project's publications and (c) the webpage with the project's presentations

3 Project communication kit

The communication kit of the project is composed of (a) the overall project presentation and (b) the project's leaflet. This kit can be accessed by following the link http://www.invid-project.eu/invid-communication-kit, while its materials are publicly available for download. These materials will be used for dissemination purposes, providing a brief yet comprehensive overview of the current status and the performed activities in the InVID project. Updated versions of these materials will be released regularly, incorporating the latest developments and achievement, and allowing the visitors of the website and any interested party to have an up-to-date view about the progress made in the InVID project.

3.1 The overall project presentation

The project presentation was created using the Microsoft Office PowerPoint. The template of the presentation has been designed through collaborative effort between all members of the consortium and will be used as a standard template for all InVID presentations. The project overview presentation has been already used for promoting the InVID project at the EC Cluster Meeting that took place in Brussels on March 16 2016.

As depicted in Figure 7 the current (3rd) release of the presentation contains:

- the motivation behind the project, which comes from the growing use of User Generated Content (UGC) by media organizations and the need to verify this content before its publication;
- a set of uses cases and examples for stressing the need for building the InVID technologies;
- a brief description of the project's goals;
- the objectives and the expected outcomes of the project;
- a diagram illustrating the overall InVID concept and approach;
- details about the project consortium and its funding agency;
- information for contacting us.

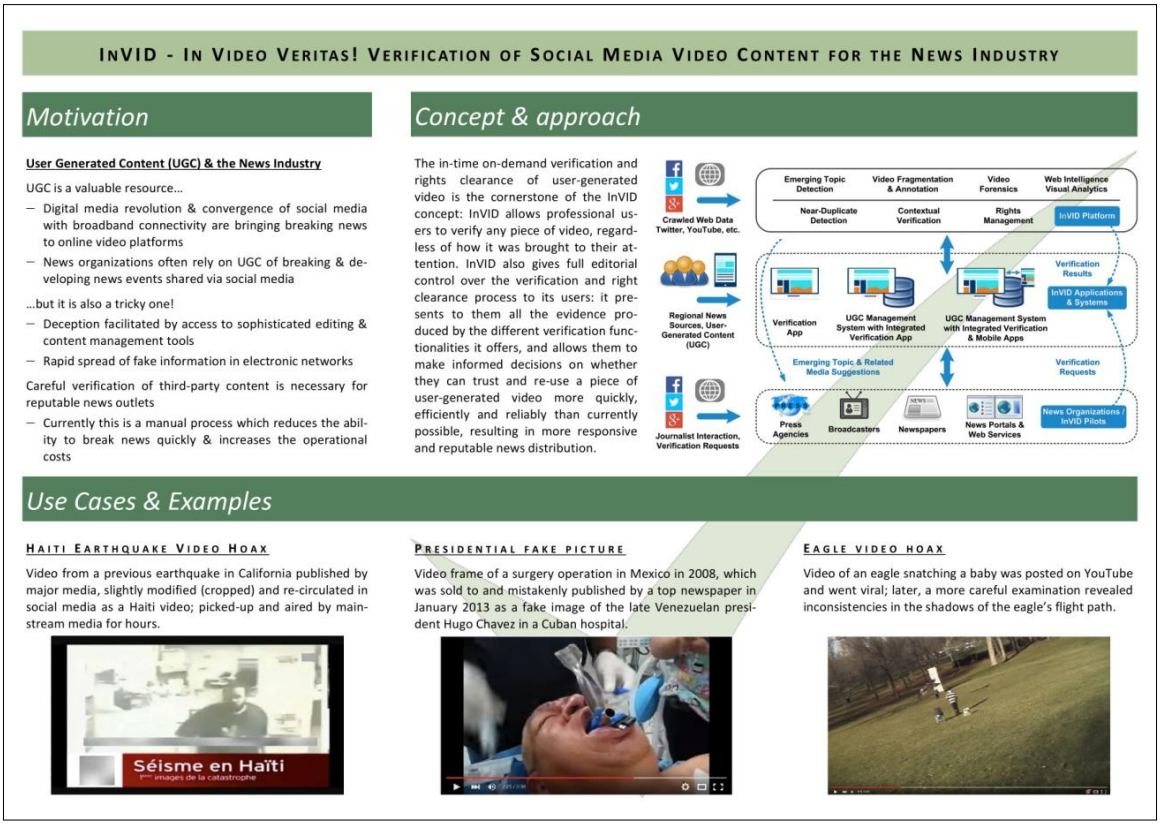
Figure 7: The slides of the InVID overall project presentation

3.2 The project leaflet

The project's leaflet is a trifold leaflet that follows the roll fold design and was developed using the Microsoft Office Publisher. The leaflet has been printed in glossy paper for use in dissemination events, and is also available from the project's webiste in digital form (pdf).

As presented in Figures 8(a) and (b), the current (1st) release of the project's leaflet provides an overview of the InVID project, similarly to the overall project presentation. This release has been already distributed by some project partners in events where they have presented InVID, e.g. the Computational Journalism Workshop in Rennes on March 15 2016, and the EC Cluster Meeting in Brussels on March 16 2016.

(a)



(b)

Figure 8: The two sides of the project leaflet; (a) the flap, back, and front panels of the leaflet, and (b) the three inner panels of the leaflet

4 Other dissemination and promotional material

Besides the official website and the developed communication kit of the project, we are going to use additional promotional material and dissemination means for spreading the InVID activities and outcomes to the world. More specifically, we have already prepared a project poster and created user accounts and channels on a number of social media, namely the InVID YouTube channel, the InVID Twitter account and the InVID Slideshare channel. Further decisions about extending the project's presence in other social media platforms (e.g. LinkedIn and Facebook) will be made once we have shareable results and as part of the preparation and specification of the project's dissemination plan that will be described in D8.2.

4.1 The project poster

The InVID project poster was created with the help of Microsoft Office PowerPoint and follows the portrait orientation. As shown in Figure 9, the poster provides an overview of the InVID project covering the same aspects as the overall project presentation and leaflet. The only difference here is that the information is structured and presented in a single piece of A0-sized paper.

In Video Veritas – Verification of Social Media Video Content for the News Industry

Motivation:User Generated Content & the News Industry

User Generated Content is a valuable resource…

…but it is also a tricky one

- Digital media revolution & convergence of social media with broadband connectivity are bringing breaking news to online video platforms
- News organizations often rely on UGC of breaking & developing news events shared via social media
- **Deception facilitated by access to sophisticated editing & content management tools**
- **Rapid spread of fake information in electronic networks**

Careful verification (√) of third-party content is necessary for reputable news outlets

- Currently this is a manual process which reduces the ability to break news quickly & increases the operational costs

Use cases & examples

Haiti earthquake video hoax

Video from a previous earthquake in California published by major media, slightly modified (cropped) and re-circulated in social media as a Haiti video; picked-up and aired by mainstream media for hours

Eagle video hoax

Video of an eagle snatching a baby posted on YouTube, went viral; later, careful examination revealed inconsistencies in the shadows of the eagle's flight path

Presidential fake picture

Video frame of a surgery operation in Mexico in 2008, which was sold to and mistakenly published by a top newspaper in January 2013 as a fake image of the late Venezuelan president Hugo Chavez in a Cuban hospital

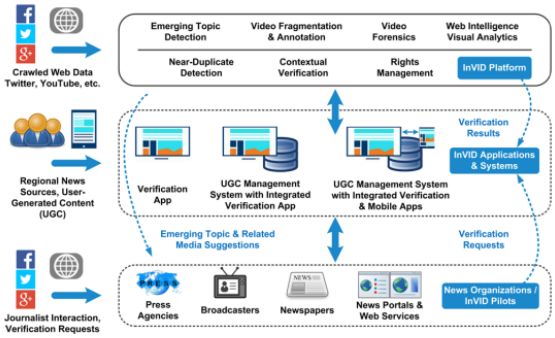
Our promise

InVID will build a platform providing services to detect, authenticate and check the reliability and accuracy of newsworthy video files and video content spread via social media

Objectives & expected outcomes

Objectives	Expected outcomes
Provide a toolset for discovering and indexing newsworthy videos	Toolset for video discovery and indexing
Provide a toolset for newsworthy video verification	Toolset for video verification
Provide a process for managing video rights	Video rights management process
Integrate the InVID services of the three above objectives into a web-based analytics and visualization platform	Web platform for video discovery, verification and rights management
Develop complete verification applications and systems for broadcasters and news agencies, and ensure their usefulness to the media industry	Applications and systems for the media industry
Pursue a clear, multi-tier path to innovation	Successful dissemination and exploitation

Overall approach



Consortium

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Stay in touch

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Project details

InVID is an H2020 Innovation Action
Start date: 1/1/2016; Duration: 36 months

Project Coordinator: Dr. Vasileios Mezaris
Information Technologies Institute / Centre for Research and Technology Hellas, email: bmezaris@iti.gr

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 687786

Figure 9: The InVID project poster

4.2 Initial presence in social media

The @InVID_EU Twitter account is already being used for spreading the activities of the InVID project to the world, starting with a number of tweets about our kick-off meeting that took place on January 26-27 2016 at CERTH's premises in Thessaloniki, Greece. The followers of this account are able to see the latest news of the project, while the tweets of a number of related and worth-to-follow Twitter accounts will be also displayed via re-tweets, providing a more enriched and comprehensive set of information about the video verification task. A snapshot of the tweet feed of @InVID_EU is shown in the following Figure 10.

Figure 10: A snapshot of the InVID Twitter account

The created InVID Project channel on YouTube will be used for publishing videos that demonstrate and promote the activities and achievements of the project. For enhancing the accessibility and visibility of the videos that will be kept on this channel, links to these videos will be added on the InVID website (either within posts and news items, or in appropriate parts of it, such as the "Tools & Services" webpage), and disseminated through the InVID Twitter account.

More specifically, the InVID Project YouTube channel will be used as an on-line repository of videos that:

- provide a brief overview of the current status and the progress made at different phases of the project's life;
- demonstrate the developed InVID technologies, tools and applications;
- cover internal activities of the project, such as interviews and training procedures;
- are related to the InVID presence in events such as international conferences, meetings, workshops and so on (e.g. video captured oral presentations, where possible).

The following Figure 11 is a snapshot of the InVID Project YouTube channel. For the time being this channel contains a short video with the InVID overall project presentation.

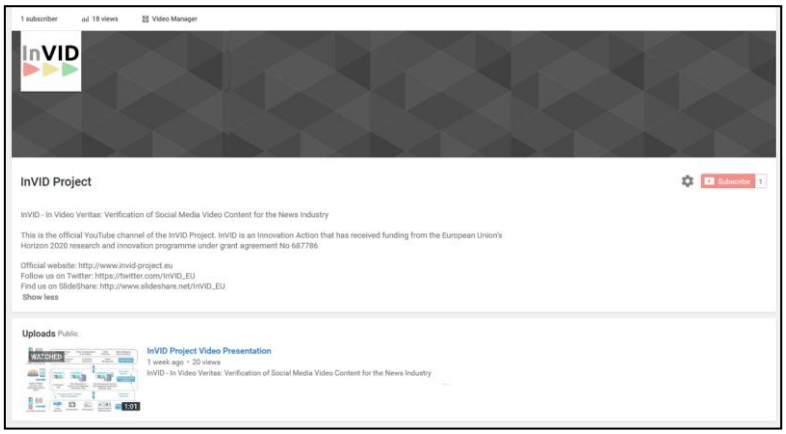

Figure 11: A snapshot of the InVID YouTube channel

The created InVID presentations will be made publicly available for view via the InVID_EU SlideShare channel. This channel will host presentations prepared from demonstrating and disseminating the progress and the developments of the InVID project. These presentations can vary from overall project presentations (such as the one included in the project communication kit) to more specific ones (e.g. related to InVID technologies or internal activities of the project) that were prepared for supporting the participation to conferences, meetings, workshops, international benchmarking activities and so on. Once again, links to these presentations will be added on the project's website (see for example the "Presentations" webpage) and announced via the project's Twitter account, for increasing their visibility. Figure 12 presents a snapshot of the InVID_EU SlideShare channel.

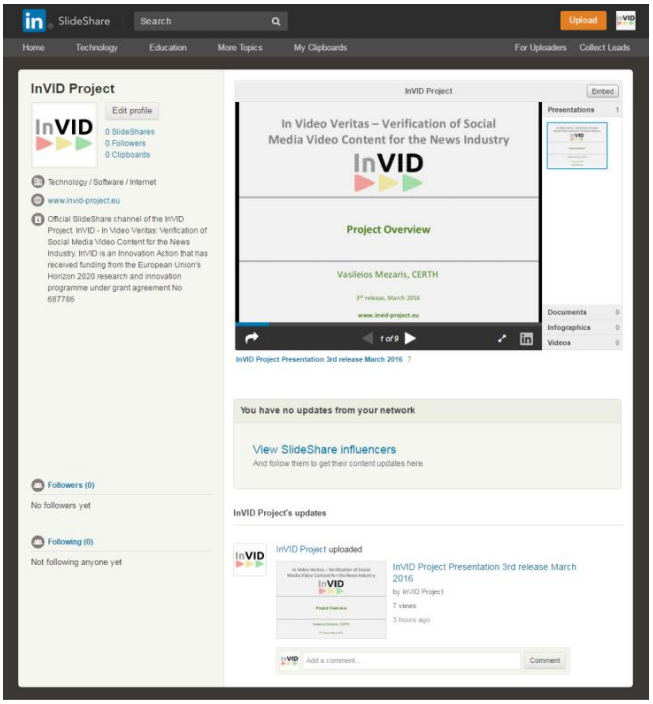

Figure 12: A snapshot of the InVID SlideShare channel

5 Summary

This deliverable provides an overview on the promotional materials and dissemination means that will be used for making the world aware of the developments, achievements and activities that take place in the InVID project. The relevant InVID-related information will be made publicly available via the official project website (http://www.invid-project.eu), either in the form of posts and news items or by adding the appropriate content to its webpages. Among others, this website will act as an online repository of the project's outcomes (i.e. deliverables, publications, presentation) and developed technologies, providing access to the corresponding documents, video demonstrators and tutorials. The progress made during the project's life will also be disseminated via the InVID communication kit that is composed of the overall project presentation and the project leaflet. These materials, and the published newsletters, will be updated as appropriate in order to report effectively and comprehensively the project's progress. Besides the project website and the communication kit, a number of other promotional materials and dissemination means have been established in order to spread information related to the project's activities. The latter include a project poster, the @InVID_EU Twitter account, the InVID Project YouTube channel and the InVID_EU SlideShare channel. Through these on-line communication tools the achievements and developments of the InVID project will be disseminated in wide audiences and groups of on-line communities, making the outcomes of the project widely visible, more accessible and further exploitable.

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