

Deliverable 6.1:

Guidelines for the online presence

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Abstract

This document provides guidelines for the online presence for AARC TREE, AARC Community and AEGIS as well as main visuals to support communication related to various activities.

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1. Introduction

The AARC Technical Revision to Enhance Effectiveness (AARC TREE) project kicked off in March 2024. The project builds on the foundation laid out by the previous AARC projects (2015-2019) [AARC Projects] and the existing online presence that was consolidated over the last ten years.

At the end of 2019, the AARC brand was well recognised in Europe and beyond and the AARC results have been promoted by the AARC community over the years.

To ensure continuity, the AARC TREE project has decided to adopt the existing AARC branding, namely the AARC logo and the main colour palettes, to have a unified visual identity for both the AARC Community and the AARC TREE project. New images are being added as needed to enrich the website content. Any online or printed material produced by the AARC-TREE project, will (in line with the Grant Agreement articles), acknowledge the EU support and display the EU flag.

In the rest of this document, the AARC term is used to encompass both the AARC TREE project and the general AARC community activities.

This document provides an overview of the AARC online presence and the visual presence to keep promoting AARC community and AARC TREE project results.

At the end of the second AARC Project, the **aarc-community** domain name was registered with the aim to transition from the aarc-project to aarc-community. This transition was done in May 2024; all documentation from now on will be using the aarc-community URLs; all previous links redirect to the new URL to maintain continuity and accessibility.

2. Visual Identity

Since the inception of the first AARC project, emphasis was put on the AARC visual identity, with the aim to create a recognised brand and a consistent visual representation to communicate the objectives of AARC. The consolidated visual identity has ensured that AARC results were well recognised as a community has organically developed to further evolve AARC results beyond EC project funding.

The AARC logo was created when the first AARC EC project was launched (2015). The main colour palette (teal and orange) were agreed upon with the communities represented in AARC. These colours are also used for presentations, posters and any other materials. In addition to the logo, a set of custom icons (.png and .gif) has been created and made available to partners to be used consistently across all materials, maintaining the same colour scheme to ensure visual coherence and brand recognition.

Examples:







The logo exists in two versions:

- the orange/dark teal version
- white logo (in case of a dark background)



The logo is available as a vector image as well as a bitmap version. The logo should always stand as clear as possible without any object overlapping on it. The AARC logo should not be framed, nor recolored for official publications.

Logo Colours and Fonts

Colours	#F47B22	
	#013F5E	
Font	IBM Plex Sans	

2.1. AEGIS Visual Identity



The AARC Engagement Group for Infrastructures (AEGIS)[AEGIS] brings together representatives from research and e-infrastructures, operators of AAI services and the AARC team to bridge communication gaps and maximise common synergies.

AEGIS supports infrastructures that operate an AARC BPA-compliant AAI to assess and endorse AARC guidelines. AEGIS-endorsed guidelines are ready to be deployed in AAI production environments. Participation in AEGIS is limited to those research collaborations and e-infrastructures that are already operating or piloting an AARC-compliant BPA.

AEGIS was created in 2019, at the end of the AARC2 project, to ensure that AARC results would be maintained and further enhanced. The AEGIS logo was created in 2019 and uses the same colour palette as the AARC logo to ensure that a strong link between AARC and AEGIS is visible.

The revamped AARC website provides more visibility to AEGIS, with the intention to better promote its role and work.

3. Platform Specific Guidelines

3.1. Website

The website was revamped in March 2024, at the start of the AARC TREE Project. The new website has been redesigned with the aim of promoting AARC TREE results, and continues to host the results of the previous AARC Projects as well as activities carried out by or of interest to the AARC Community. The revamped AARC website will continue to exist beyond the lifetime of the AARC TREE project to keep promoting AARC related work.

The website is built in WordPress, a content management system that allows for easy updates and maintenance of the website. The website follows best security practices, including regular updates, secure hosting, and SSL certificates. To make it more accessible to users with visual impairment we are using a plugin that ensures sufficient colour contrast and allows users to resize text up to 200% without loss of content or functionality. This way the text is scalable and the layout adapts to larger text sizes. The website includes several sections designed to support our communication and engagement efforts:

- **News Area:** This section helps promote relevant activities and results, keeping the community updated on the latest developments.
- **Events Section:** This area lists participation in AARC TREE events and AARC community events, providing details and updates about upcoming and past events.
- **AARC Guidelines:** Managed by the AEGIS group, this dedicated section offers easy access to important guidelines and resources.
- **AARC TREE Project Section:** Specifically highlights and promotes activities related to the AARC TREE project, ensuring visibility and support for project initiatives.

The architecture and policy work has a prominent place on the website because work in these areas continued outside the EC funding over the years; this resulted in the creation of more permanent working groups with the participation of people who are not funded by the AARC TREE project.

Particular attention was given to ensure that the SEO best practices are followed, namely:

- Keywords are added to each page to facilitate and improve online findability when users search for information online.
- On-page optimization has been taken into account so that pages can rank higher and earn more relevant traffic in search engines.
- The content has been reorganised and frequent updates are planned as more results become available.
- The website has been redesigned to adapt to different types of users' devices.

3.2. Social media presence

Since the inception of the first AARC project, the AARC community has been very active on social media using the @aarc_project anchor. LinkedIn, Facebook and Twitter (now X) were used to promote results and to raise awareness about the project.

Since 2019, social media engagement has decreased due to the lack of dedicated resources. Only LinkedIn's presence remained active as it was felt to be the best place to reach out to the AARC community target.

LinkedIn remains the preferred social media platform, but the AARC TREE team is discussing whether to be active on X as well, even if more and more research and education organisations are opting out of X due to the recent policy changes in X.

The general guideline for the social presence is that:

- a posting schedule for the main activities/expected results of AARC TREE project is being developed
- hashtags will be used strategically, including project-specific and relevant EU hashtags

3.3. Performance tracking and reporting

To measure the impact and reach of our social media efforts, the project implements a comprehensive social media analysis strategy. This process tracks performance, understands user engagement, and optimises our social media presence to better support the AARC TREE project's goals. AARC TREE will not monitor any website activities to be GDPR compliant, but social media monitoring will provide sufficient insight.

3.3.1 Key Objectives

Monitor Engagement: Track likes, shares, comments, mentions and other interactions to gauge audience engagement and identify the most engaging content.

Audience Growth: Monitor follower growth on LinkedIn and Twitter (now X), and analyse demographic data to understand our audience.

Content Performance: Evaluate individual post performance to identify top-performing content and inform future strategies.

3.3.2 Key Metrics

Engagement: Likes, shares, comments, mentions

Growth: Follower count, reach, and impressions (how many users see our posts and how often).

Conversions: Lead generation actions (form submissions, sign-ups), and conversion rate (percentage of social media traffic completing desired actions).

3.3.3 Tools and Methods

Manual Tracking on Social Media: For this purpose the built-in tools on the used social media platforms will be used.

Custom Reporting: Develop reports consolidating data from multiple platforms, using Excel for visualisation.

Hashtag Analysis: Monitor project-specific and EU-relevant hashtags for reach and engagement.

By analysing our social media activities, we will gain insights into audience behaviour, optimise content strategy, and enhance our social media presence to effectively support the AARC TREE project's objectives. This ongoing analysis enables better community engagement, increased website traffic, and achievement of our communication goals.

4. Content Creation and Management

4.1. Content production

The website content was updated prior to the start of the AARC TREE Project. The website will continue to evolve to ensure that the new content can be timely uploaded and together with WP7 news items can be generated on time.

In addition to the content, a repository of approved images, graphics, and templates for easy access is being created.

The AARC TREE team will make sure that regular news items are regularly produced.



4.1.1. Quality Assurance

To ensure that the material published by AARC TREE is accurate and aligns with the online guidelines, a review process has been implemented for all content before publication. Most of the review of the content will be done by the AARC TREE partners; however, it is expected that most of the documents will be also shared outside the AARC TREE to ensure a further peer review by topic experts.

A proofread will also be organised for all deliverables.



References

[AARC Projects] <https://aarc-community.org/about/documents/>

[AEGIS] <https://aarc-community.org/about/aegis/>