

# **Social media interface and media interactions**

Work Package 7

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**Project Title:**

**GATE Rudder System as a Retrofit for the Next Generation Propulsion and Steering of Ships**

**Project Acronym:**

**GATERS**

## Document Control

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## Disclaimer and Sub-licence Agreement

### Disclaimer

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### Sub-licence Agreement

The project has an official sub-license agreement with Wartsila Netherlands BV to utilise the Gate Rudder Patent (EP 3103715) at specific retrofit projects of vessel sizes below 15000 DWT.

GATERS Innovation Action Project is sponsored by the EC H2020 Programme (ID: 860337) with aims and objectives independent of Wartsila Netherlands BV.



## Executive Summary

This deliverable that corresponds to Task 7.2.2 and Task 7.2.3 of WP7 presents the social media interface and planned media interactions for the GATERS project.

An official GATERS project page is presented on four social media platforms to maximise the project impact on the target audiences and awareness of Gate Rudder Systems to the general public.

As part of the ongoing communication strategy, the consortium is going to organise two public engagement events in month 18 and month 36 of the project targeting relevant stakeholders, including but not limited to SMEs, NGOs and governmental bodies. In addition, the consortium will contact news channels to promote GATERS to the public.



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## Abbreviations

<b>WP</b>	Work Package
<b>GRS</b>	Gate Rudder System
<b>CDEB</b>	Communication, Dissemination and Exploitation Board



# 1. Document Purpose

## 1.1 Introduction

This document presents the social media interface developed and planned media interactions as part of WP7, which encompasses the project communication, dissemination and exploitation activities throughout the lifetime of the project.

An overview of the social media strategy is presented with a series of screenshots and information on the individual social media pages.

This deliverable presents part of the overall communication plan, which has been designed with three key aims. Firstly, to raise public awareness of the project concepts of Gate Rudder Systems (GRS) where the main outreach efforts will be to make the project known and disseminate information to the general public and stakeholders. Secondly, to inform and improve the general understanding of GATERS and GRS technology through interaction and exchange with the target audience. Finally, to engage with decision-makers to deliver key messages so that developed methods, tools and best practices have a positive impact on policy or practises.

Overall, this set of social media pages will help to maximise the impact of the GATERS project on the wider community and forms a key part of the consortiums' communication tools.

## 1.2 Confidentiality

This deliverable will be publicly available on the project website.



## 2. Social media interfaces

The consortium has demonstrable previous successes raising the profile of GRS in social media with over 325k views for a YouTube video explaining the GRS mechanism and trial results [1]. The communication plan within this project aims to build upon the previous success through the creation of official GATERS project social media profiles to maximise the impact of the project.

There will be regular updates published on each page to reflect the current status of the project, highlight recent developments and to promote engagement with project activities and events. For the ease of navigation, where possible, the handle @gatersproject has been used for each account. Each social media account will also be linked to the project website, [www.gatersproject.com](http://www.gatersproject.com). All partners will be invited to contribute content for the social media pages which will be managed by authorised personnel from WP7. Each update and post will follow an approval process within the consortium to allow any consortium member the chance to object; any objections will be resolved by the CDEB.

The project seeks to maximise the audience and awareness of the results achieved by the consortium through the use of multiple platforms as shown below. Content will be widely disseminated and shared across all accounts with cross-platform sharing. On each platform target groups will be sought and linked/liked to further engage with the target audience and increase the visibility of the GATERS project. The individual Twitter, LinkedIn, YouTube and Facebook official GATERS pages are shown below in the following subsections.



## 2.1 LinkedIn

A LinkedIn page has been created to engage with target audiences as shown in Figure 1 [2]. This page will be used as a networking tool to connect with relevant industry audiences and further promote the GATERS project.

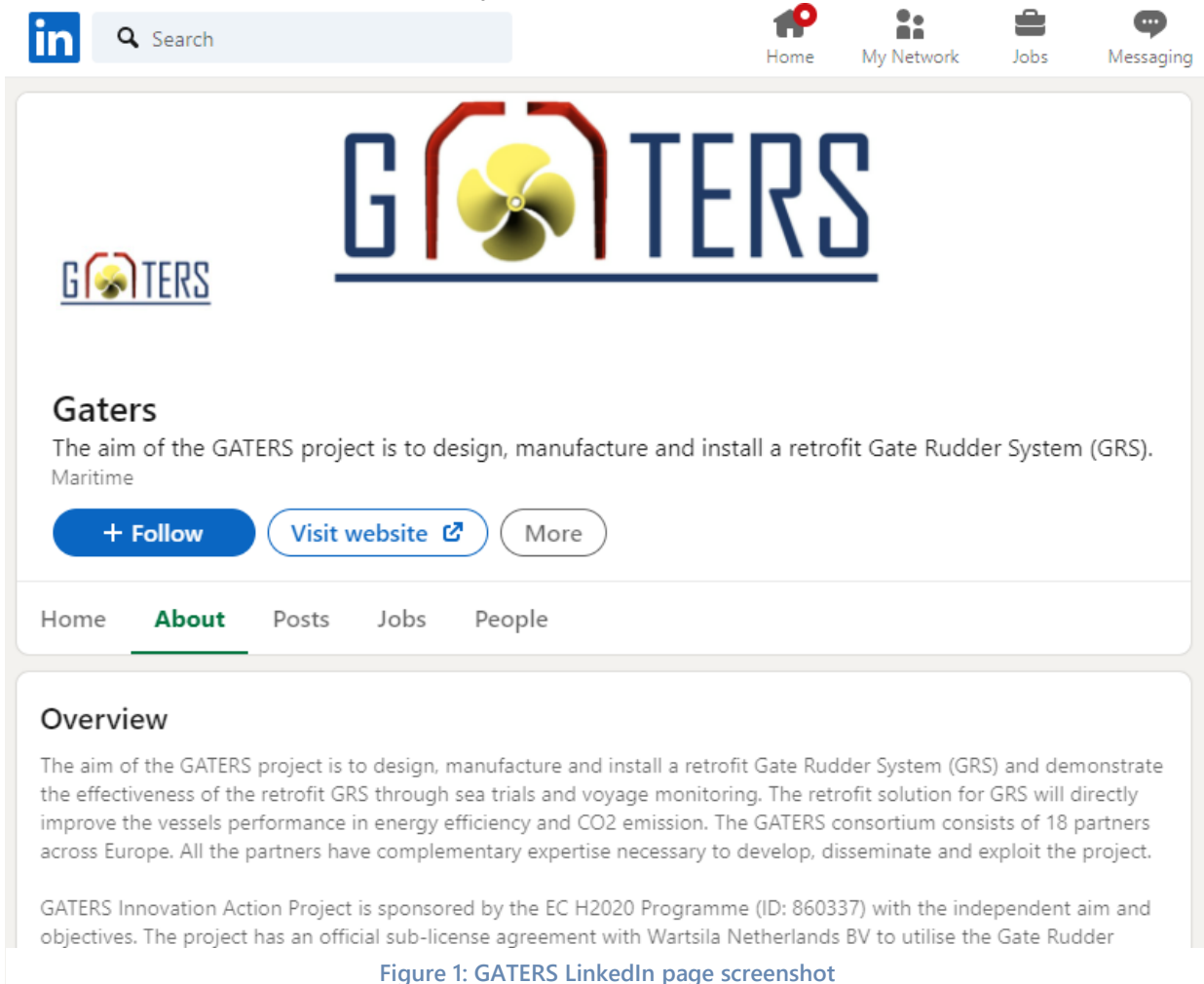


Figure 1: GATERS LinkedIn page screenshot



## 2.2 YouTube

The GATERS project YouTube channel as shown in Figure 2 will be used to share and host project videos [3].

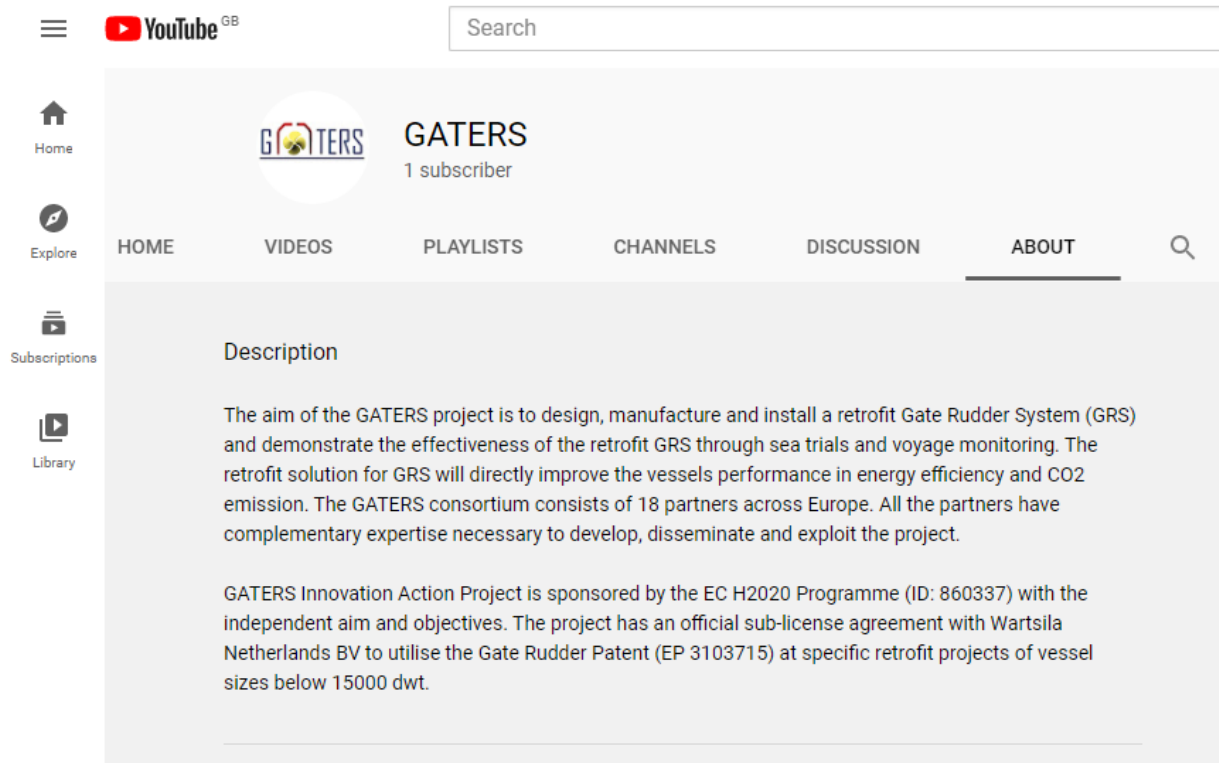


Figure 2: GATERS YouTube account screenshot

## 2.3 Twitter

A public twitter profile, @gatersproject, has been created as shown in Figure 3 [4]. The account will be used for tweets related to project news, events, progress milestones and activities. Additionally, the official GATERS project will be used to re-tweet consortium tweets and relevant industry developments to engage with a wider audience. Twitter will also be used as a networking tool to connect with target audiences.



Figure 3: GATERS Twitter page screenshot

## 2.4 Facebook

The GATERS project Facebook page as shown in Figure 4 will be used to reach a wider audience in combination with the other social media pages [5].



Figure 4: GATERS Facebook page screenshot



### 3. Media Interactions

As part of the ongoing communication strategy the consortium is going to organise two public engagement events in month 18 and month 36 of the project targeting relevant stakeholders such as SMEs, NGOs and governmental bodies. The local media will be invited to these events where the activities and results of the project will be presented to increase the awareness of the project.

In addition, the consortium will contact European news channels to promote GATERS to the public. The engagement will be aimed towards raising awareness and education about GRS and green shipping technology.



## 4. Summary

This deliverable has presented the social media interface and planned media interactions for the lifetime of the GATERS project. The social media strategy was outlined and a set of four social media pages were created on LinkedIn, YouTube, Twitter and Facebook to engage with the target audiences. This set of social media pages will help to maximise the impact of the GATERS project on the wider community and forms a key part of the consortium's communication tools. At two key milestones in the project, Month 18 and Month 36, the consortium will organise public engagement events with media interactions to increase engagement in the project.



## References

- [1] Gate Rudder Sea trial, <https://www.youtube.com/watch?v=bDBtF-GytQw>
- [2] GATERS LinkedIn page, <https://www.linkedin.com/company/gatersproject>
- [3] GATERS YouTube channel,  
<https://www.youtube.com/channel/UCh0n9ruJt75bS64Js4vQEFw>
- [4] GATERS Twitter account, <https://twitter.com/gatersproject>
- [5] GATERS Facebook page, <https://www.facebook.com/gatersproject>

