ERA4Health Partnership

D 3.3.1 Networking platform online
(website and report)
WP20

Technical References

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1 PU = Public
 SEN = Sensitive

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EXECUTIVE SUMMARY

Building capacities within the research community and clinical hospitals in conducting ambitious multidisciplinary research projects and IICS at European scale as well as developing innovative ways of connecting science to society are two important priorities in ERA4Health. Capacity building and career development of scientists and patients is an important requirement in emerging multidisciplinary research areas and in particular for patient-oriented research. To achieve these objectives, it is also necessary to develop and establish suitable tools and training modules for the different stakeholder groups involved.

This document describes the development and promotion of technical tools and platforms for the networking and capacity building activities of the Partnership, to be implemented in Work Package 20 and beyond. These activities will help building connection between research communities (e.g. communication platforms, social media etc.). The networking tools include the ERA4Health website, webinars, social media channels (LinkedIn, Twitter and YouTube), MS Teams and the partnering tool *PartFinder*.

1. PURPOSE AND OBJECTIVES

Building capacities within the research community and clinical hospitals in conducting ambitious multidisciplinary research projects and IICS at European scale as well as developing innovative ways of connecting science to society are two important priorities in ERA4Health. Capacity building and career development of scientists and patients is an important requirement in emerging multidisciplinary research areas and in particular for patient-oriented research. To achieve these objectives, it is also necessary to develop and establish suitable tools and training modules for the different stakeholder groups involved. Looking at the broader picture it is also important to invest in science education and capacity building of the general public and patients in particular. This will help to empower citizens to better engage in co-creation approaches, to take responsibility for their own health and will also make science more attractive to the general public, increase society's appetite for innovation, improve science and technology-literacy in our society and open up further research and innovation activities.

To achieve these priorities, under WP20 of ERA4Health, Task 3.3.1 aims to develop and promote technical tools and platforms for networking, capacity building and to help building connections between research communities (e.g., communication platforms, social media etc.), and the other ERA4Health Target Public Stakeholder Groups - TPs. These online platforms will enable access to all of the recorded webinars and other materials that will be generated by ERA4Health for publication. The different platforms used will be linked to ERA4Health's website https://era4health.eu/ as the centralised data platform where all relevant activities will be announced and promoted. In addition, networking between the research communities relevant to ERA4Health could be fostered through ERA4Health's social network accounts, LinkedIn, Twitter and YouTube.

Another networking tool that may be used specifically for applicants to ERA4Health Joint Transnational Calls is the partnering tool 'PartFinder', which has been provided and it is maintained by the Polish partner NCBR. The internal communication and networking of the Partnership will take place on MS Teams.

2. METHODOLOGY

2.1. INTRODUCTION

This section describes the communication channels that will be used to promote networking activities under ERA4Health:

1) **Website** (https://era4health.eu/)- A website is an important mean to share general information about the Partnership, promote the different (funding) activities and enable networking within the research community. It will serve as a centralised data platform to communicate to the citizens the publicly available results and activities of the Partnership, including the public information regarding funded projects. The ERA4Health website will be used, among other purposes, as a platform on which webinars and other informative material, generated by ERA4Health for publication, will be shared. The website will also be linked to the training courses platform of ERA4Health, to the **PartFinder** (see 7)) tool and to the social accounts (**LinkedIn** and **Twitter**).
   Website KPI: 45,000 visits (in total 7 years).

2) **Webinars**- are one of the best ways for knowledge sharing. One of the main advantages of webinars is that they are interactive, so the lectures and content are adapted to the specific audience, and also enable networking of the participants (listeners and speakers). The webinar strategy will be developed in coordination with WP4 (Communication, Dissemination, Exploitation).
   Webinar KPI: 100-300 attendees in average; 2 webinars per call at European level.

3) **YouTube**- YouTube is a global online video sharing and social media platform, approachable, free and easy to use for video creators and viewers. A designated YouTube channel for ERA4Health will be created, on which webinars, recordings of info-days and other promotional videos will be uploaded. These videos can be easily shared on other platforms, such as the ERA4Health website, Twitter and LinkedIn, etc., for knowledge sharing, capacity building and networking.

4) **LinkedIn**- This platform is primarily used for professional networking and career development, and will be used for the networking within the ERA4Health community and target groups, as many researchers, enterprises and other important stakeholders are present on it. LinkedIn allows members (both workers and employers) to create profiles and to connect with each other in an online social network which may represent real-world professional relationships. LinkedIn can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more.
   KPI: LinkedIn: +1000 followers (in total 7 years).

5) **Twitter**- Twitter is an online social media and social networking service on which users post or reply to short texts, images and videos known as "tweets". This platform will enable easy sharing of

ERA4Health news, information and other communication material, by the ERA4Health partners and other followers.

> *KPI: Twitter: +2000 followers; >4,000 interactions and shared in social media during the 7-year runtime of ERA4Health.*

6) **PartFinder** (https://partfinder.ncbr.gov.pl/)- An online partnering tool, developed and managed by NCBR. This platform is already being used as a partnering tool for the joint transnational call of the partnership THCS (Transforming Health and Care Systems). During WP20 groups meetings, it was decided that the PartFinder platform will be adapted and used as a partnering tool for the JTCs of ERA4Health that will be launched from 2024. This tool will help applicants to find suitable research groups to form transnational research consortia to respond to the JTCs.

2.2. AIMS

This following table will define the purposes of the networking tools that were mentioned above.

Table 1 – Networking tools purposes

| Networking Tool	Purpose
Website	- A platform for hosting the networking tools of ERA4Health and communication and dissemination of the public data and results of the Partnership to the citizens and research communities
MS Teams	- Internal communication among the ERA4Health partners
Webinars	- Knowledge sharing - Capacity building
YouTube	- Knowledge sharing - Capacity building - Building connections between research communities and target public stakeholders
LinkedIn	- Building connections between research communities
Twitter	- Building connections between research communities
PartFinder	- Partnering tool for the applicants to the JTCs

3.   RESULTS - TIMELINE

This chapter will describe the timeline for the launch of the different networking tools of ERA4Health.

1. **Website**- The website was launched at month 1 (November 2022) and is being updated constantly.
2. **Webinars**- The first two webinars took place in month 2 (December 2022) and month 3 (January 2023), as info-days for the launch of the JTC on Cardiovascular diseases (CARDINNOV) and for the launch of the JTC on Increasing health equity through promoting healthy diets and physical activity (HealthEquity). Additional webinars will be held for the upcoming joint calls, and also as part of the webinar series that will be built under the scope of task 3.3.2.
3. **LinkedIn**- The LinkedIn account of ERA4Health has been launched on month 2 (December 2022) and is being constantly updated, according to the Dissemination, Exploitation and Dissemination Plan and Strategy. It can be a tool to discuss different news items published by ERA4Health published and to find new consortium research partners in ERA4Health JTCs.
4. **Twitter**- The Twitter account of ERA4Health has been launched on month 1 (November 2022) and is being constantly updated, according to the Dissemination, Exploitation and Dissemination Plan and Strategy.
5. **YouTube**- A designated YouTube channel for ERA4Health will be created in 2023, to facilitate the uploading of webinars, recordings of info-days and other promotional videos linked to ERA4Health.
6. **PartFinder**- This tool is currently being adjusted for ERA4Health, to be used as a partnering tool for the upcoming JTCs to be launched in 2024.

Picture 1 – ERA4Health Webpage
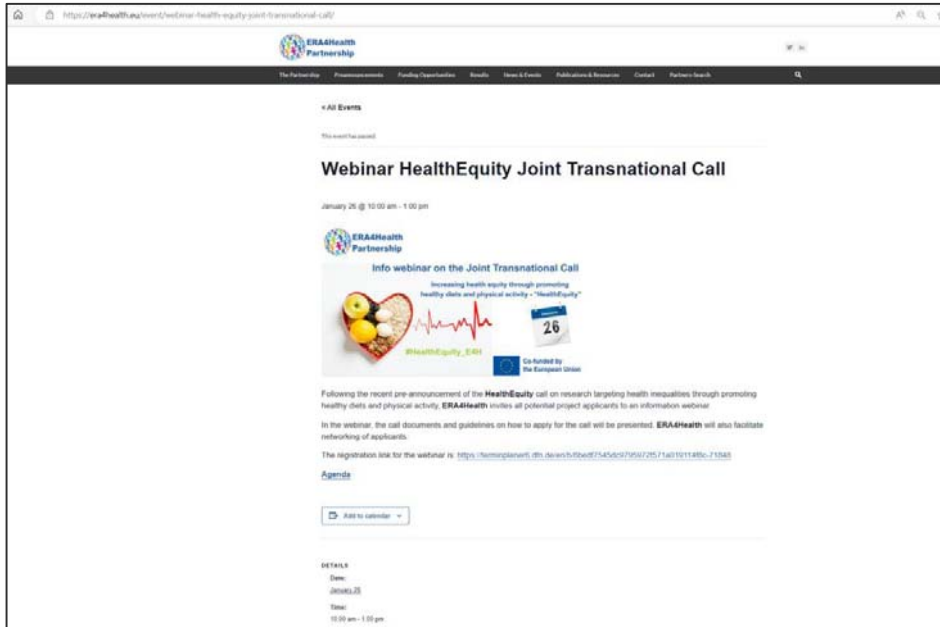
Picture 2 – ERA4Health's Twitter Account
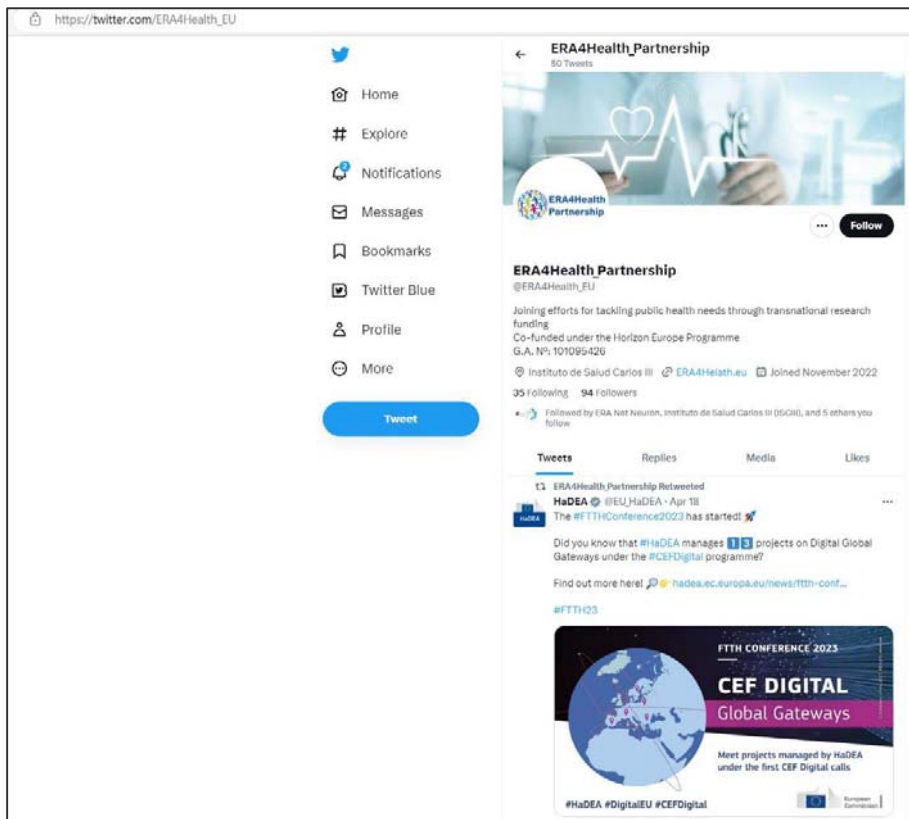
4. CONCLUSIONS

Social networks such as Twitter, LinkedIn, and YouTube can promote the networking of ER4Health in a variety of ways:

- <u>LinkedIn</u>: A social network that is specifically designed for professional networking. It allows users to create a professional profile that includes their work experience, education, and skills. LinkedIn also offers features such as job postings, career advice, and the ability to connect with other professionals in their research/ professional field. LinkedIn also provides a newsfeed where a person can post updates related to your professional life and engage with content shared by others. This makes it easier for the different target audiences and stakeholders to find and connect with others, and to stay up-to-date on the news and activities of ERA4Health.
- <u>Twitter</u>: As a micro-blogging platform that allows users to share short messages (tweets) with their followers, Twitter can be a useful tool for professional networking. It allows users to follow and engage with others in their industry. Twitter also offers features such as hashtags, which can be used to join conversations around a specific topic or event.
- <u>YouTube</u>: As a video-sharing, it can be used for professional networking by creating and sharing videos that showcase webinars, recorded lectures, promotional videos and more. YouTube also offers the ability to create and join groups or communities, where other professionals and target audiences can connect.

Overall, these social networks can provide ERA4Health with powerful tools for building its network, staying up-to-date on industry news and trends, and showcasing the activities, news and other key messages to a wider audience.

This deliverable gives an initial overview on the different networking tools of ERA4Health that will be used according to the DEC Plan and Strategy.

During the 7 years runtime of ERA4Health, the networking tools will be monitored for their impact (KPIs) and the use of them will be adjusted accordingly.