MISSION

Deliverable D5.1:

Report on Website and Social Media Channels Setup

(Version 1.0, 2022-01-11)

Deliverable

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Version history

Version	Date	Notes
1.0	2022-01-11	First official release

Project

Title:	Models in Space Systems: Integration, Operation, and Networking		
Acronym:	MISSION	*Start date:*	01-10-2021
GA no.:	101008233	*Duration:*	48 months
Call:	H2020-MSCA-RISE-2020	*Website:*	mission-project.eu

MISSION.   Designing reliable spacecraft involves accounting for a wide variety of faults and environmental challenges, such as radiation and space debris. To overcome these obstacles, spacecraft are often over-engineered, significantly adding to cost and complexity. Increasingly, the commercialisation of space now involves small businesses using existing solutions to launch constellations of small satellites. This approach can reduce cost, weight, size and production time, but it also presents challenges that increase uncertainty and reduce reliability. The MISSION project develops the technologies necessary to assist in critical aspects of spacecraft design. The goal is to improve reliability and effectiveness for future space missions of the European and global space industry.

This deliverable.   Part of the dissemination plan of MISSION is to set up a website and operate social media channels on YouTube, Twitter, and appropriate Chinese channels such as WeChat. This deliverable reports on the status of these activities after the first three months of the project.

1   Website

The MISSION website is available at mission-project.eu. It is hosted and technically maintained by Saarland University (USAAR), including the forwarding of emails sent to info@mission-project.eu.

Logo.   When setting up the website, Juan A. Fraire (UNC) devised a logo for the project that defines its visual identity. The logo consists of the project acronym typeset in an edgy, futuristic font evoking the "science fiction" connotations of space missions. On top of the acronym text, aligned with the "I" character, is a circular "launch" emblem abstractly representing the launch of a spacecraft. Depending on the background, the acronym text shall be black or white, while the launch emblem is always uses a red background out of which the defining features are cut transparently. The logo, in the version for light backgrounds, is shown on the right.

Layout.   The website is laid out in three vertical panels: a navigation panel on the left, the main content in the middle, and on certain pages an information bar on the right. The layout dynamically adapts to the display size to provide an optimal experience both on desktops with large screens as well as on mobile devices. The navigation panel contains the mandatory information on EU funding, with the EU emblem and a simple statement linking to a page containing the full funding attribution. This page is also reachable via the "Funding" navigation entry. Other mandatory entries link to the website's imprint (necessary due to being hosted in Germany) and privacy policy, both inherited from the hosting institution. At the bottom of the navigation bar, icons provide access to the project's social media channels and the contact email address.

Home page.   A screenshot of the website on its home page is shown in Figure 1. The home page provides an overview of the background, challenges, approach, and goals of MISSION. It uses an information panel on the right to list the latest news related to the project, which is initially empty.

Other information.   Beyond the home page, the website's "Work Packages" and "Partners & People" sections provide further semi-static information about the project. The former, shown in Figure 2, gives an overview of the contents of the work packages, the responsible partners, and how the work packages interact and integrate into a complete project. The latter currently lists the project partners (beneficiaries and third-country partners) with their acronym and the unique competencies they add to the project. In the future, we will add more information on and links to the senior and junior staff members involved in the project to boost everyone's visibility. A section on "Announcements" is currently empty; as the project progresses, it will list and archive all announcements on e.g. workshops, summer schools, lectures, etc.
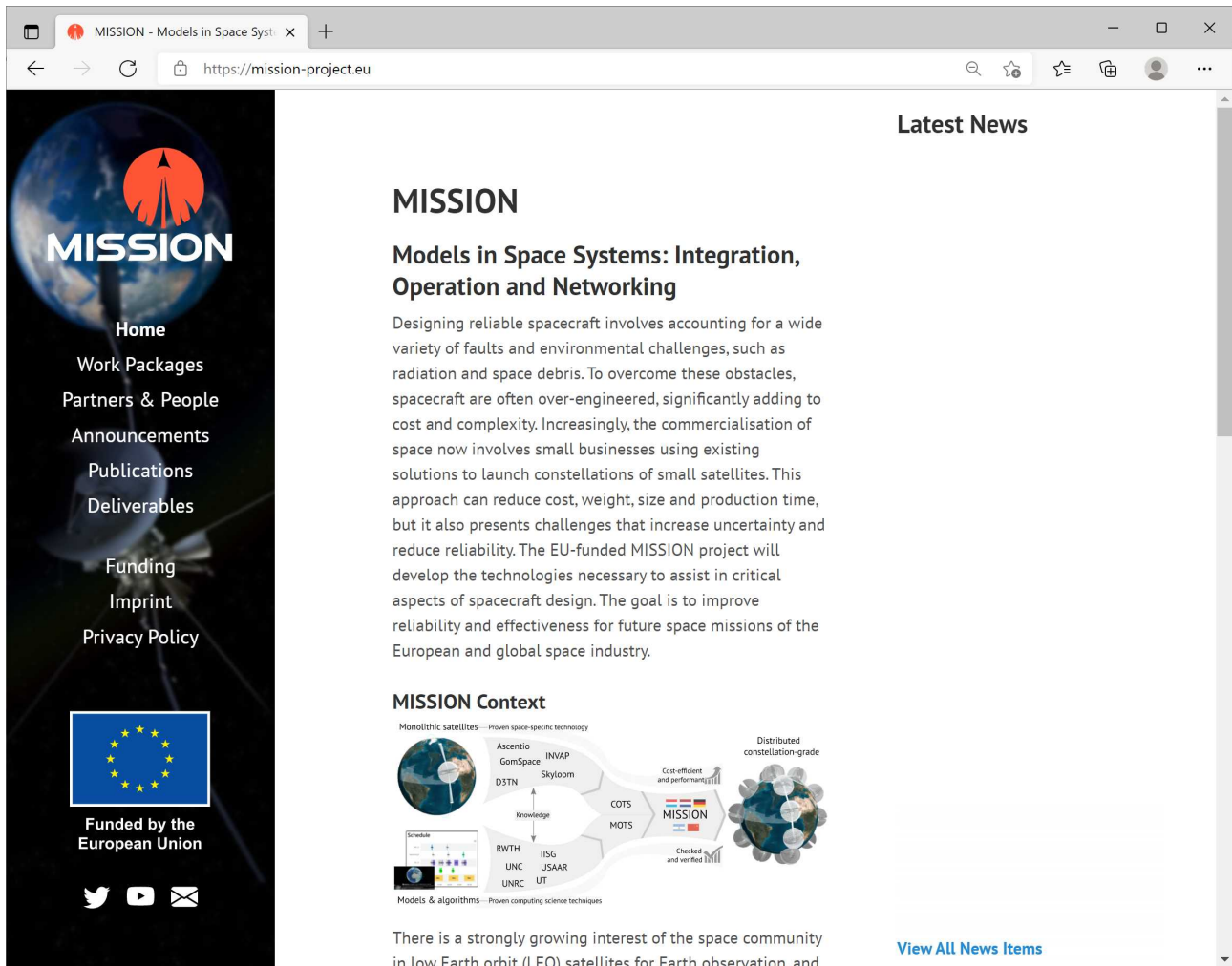
Figure 1: The MISSION website, showing its home page (as of 2022-01-10)

Publications and deliverables. The MISSION project will produce scientific publications and project deliverables. We will make the open-access publications, and the deliverables that are for public-level dissemination, available through the MISSION website. For this purpose, we have created website sections for "Publications" and "Deliverables". Any video material, standalone or accompanying publications or deliverables, will mainly be hosted on the MISSION YouTube channel (see below).

Continuous evolution. The MISSION website is not a static product: its contents, and likely also its structure, will evolve over the course of the project. Currently, many sections are still empty as the project is still starting up. New content will be collected from all project participants; USAAR has a designated contact that will handle—review, format, and upload—new content submissions via a Git repository for traceability.

2   Social Media

In addition to the website, MISSION employs social media for dissemination, using the most suited platform for each contribution. This currently means YouTube for video content, Twitter for short news teasers and public event announcements, and a separate presence for the Chinese Internet. The MISSION presences on these platforms are partly ready and offering content already, partly being set up at the time of this deliverable as described below.
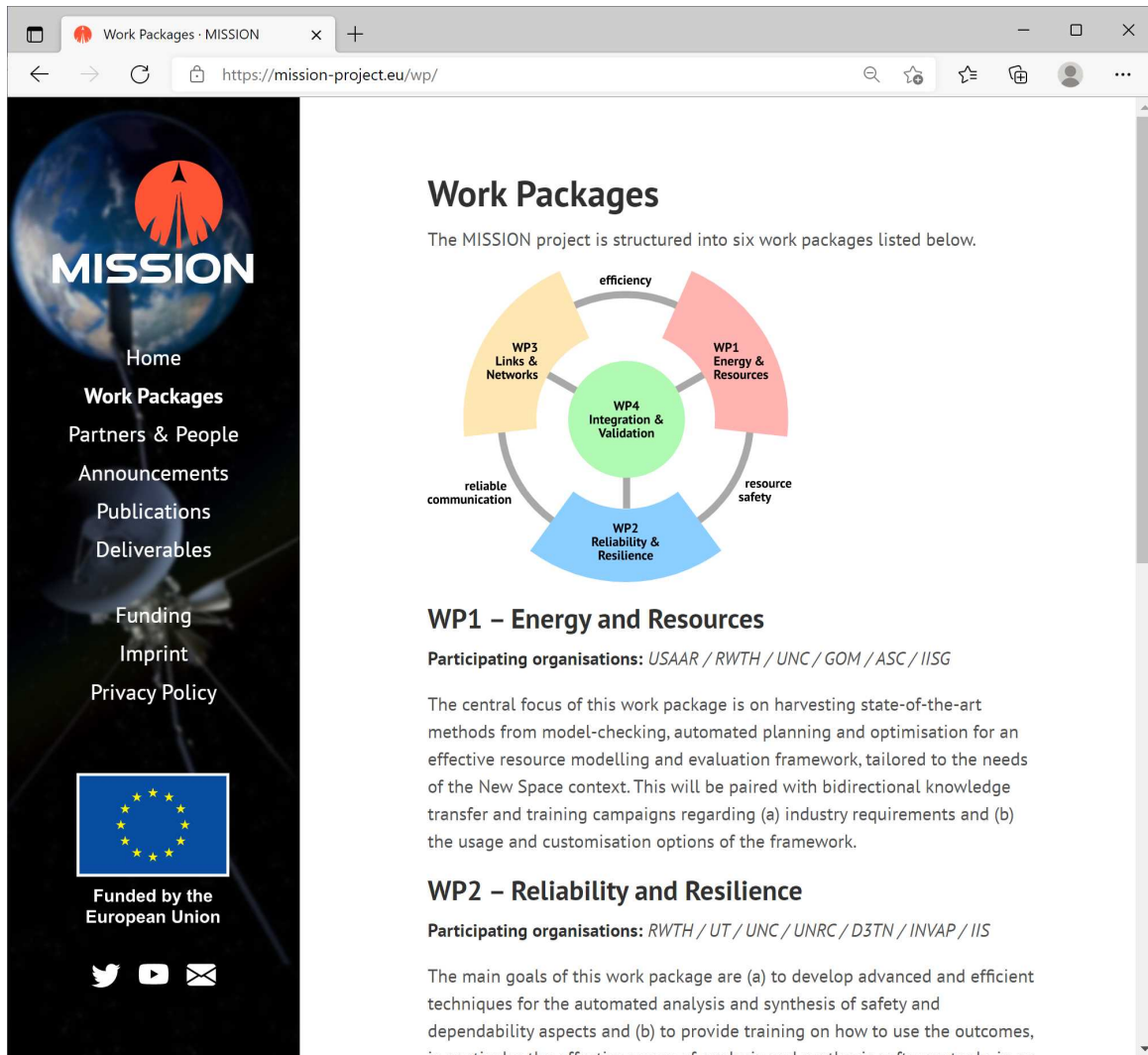
Figure 2: The MISSION website's overview of work packages (as of 2022-01-10)

YouTube. We have opened a dedicated YouTube channel to host all audiovisual communication. We plan to record selected talks given by MISSION members including scientific presentations, specially those in the workshops and gatherings, lectures at the MISSION schools, and training seminars, where appropriate. The channel is expected to host also educational and dissemination videos specifically prepared for it with reduced technical content and aimed to the general public. In addition, the channel will archive all audiovisual media appearance related to MISSION.

In Figure 3, we show a screenshot of the MISSION YouTube channel's content as of the release of this deliverable. It currently hosts an information video providing an overview of MISSION aimed at the general public.

Twitter. We see Twitter as the most appropriate social network for rapid communications. Via Twitter, MISSION news and advances can be quickly announced including appropriate links to extended information (e.g. when there is a newspaper interview, a new scientific publication, a workshop announcement, a new video becomes available, etc.). Currently, Twitter seems to be the social network with the highest impact on the news and media, that is why it is our choice.

The MISSION project is now present on Twitter via handle `@Mission_Proj_EU`, administrated by Universidad Nacional de Córdoba (UNC) but open to broadcast messages from all project participants.
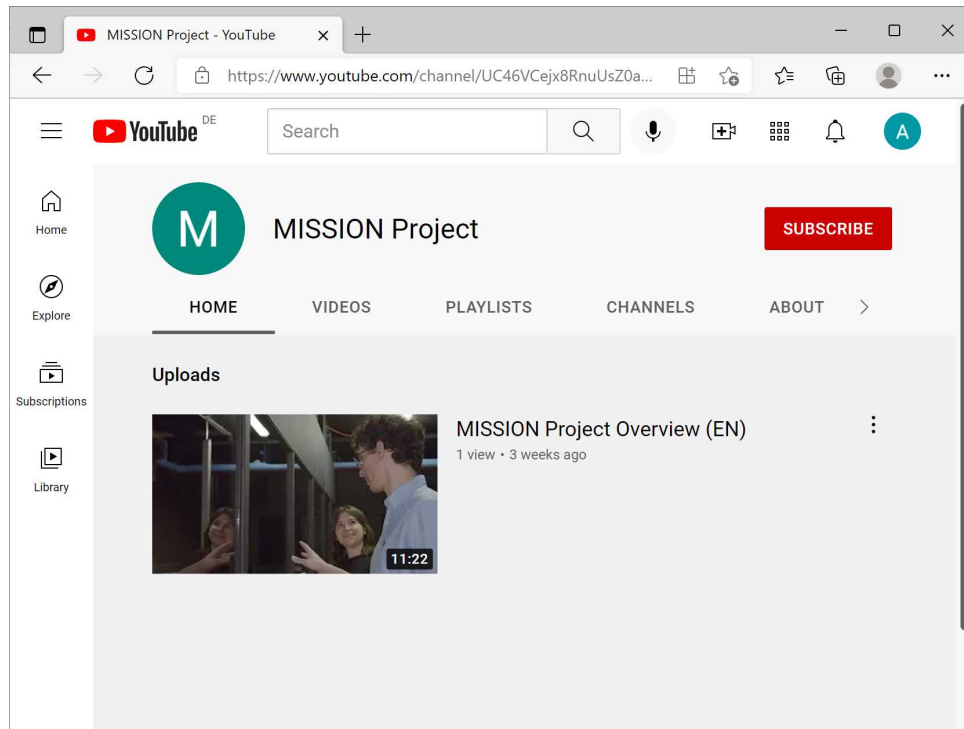
Figure 3: The MISSION YouTube channel (as of 2022-01-10)

Chinese social media. From within China, many "standard" platforms, such as much of Google's services, are not reachable. Chinese users rely on separate services primarily aimed at the Chinese domestic market. With its Chinese partner, the Institute of Intelligent Software in Guangzhou (IISG), MISSION will reach out to Chinese audiences via appropriate social media mirroring our presence on the standard "western" platforms. Primarily, we expect this to be via WeChat.

We are currently coordinating with IISG how to get MISSION set up on Chinese social media, and what the process for copying—most likely also translating—our social media releases will be.

3 Summary

The MISSION website was launched on December 20, 2021. Three months into the project, MISSION thus already has an attractive public presence that is ready to be filled with content as the project progresses. The project's social media channels were opened a few days before the website. Its YouTube channel has been initialised with a first video, and we are ready to publicise news bits on Twitter. Additionally, we are in the process of setting up a presence on the Chinese part of the Internet. Despite the delay in deliverable submission, the actual results were thus released as planned before the end of month 3 of the project.