

# WP02/NA1 - Website and LinkedIn statistics and Zenodo update and plans

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#### Introduction

The overall objective of the communication, dissemination, exploitation and training activities within RADNEXT is to:

- i. increase and maximize the project impact (on an economic, commercial, societal, environmental, technical, educational and scientific level) and, to;
- ii. ensure a high visibility, accessibility and promotion of the project and its results.

More information is available in the <u>Deliverable D2.1 Communication and Dissemination</u> Plan (EDMS 2689729)

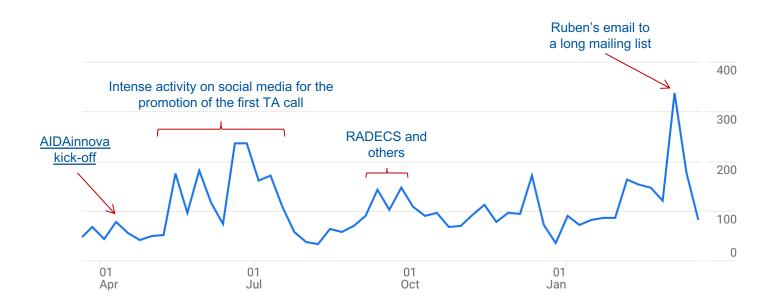


# Website statistics





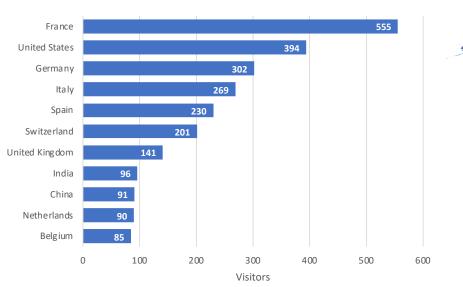
#### **Traffic Distribution**

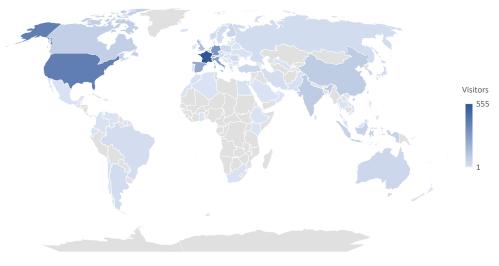




# **Visitor Demographics - Country**

Chart Title



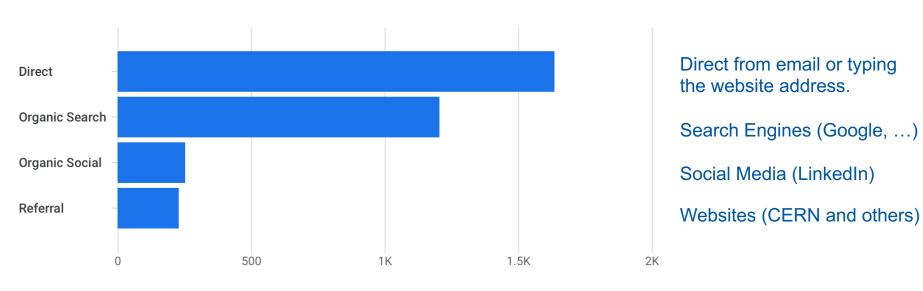


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### **User Acquisition**

#### Where new visitors come from?





# LinkedIn statistics

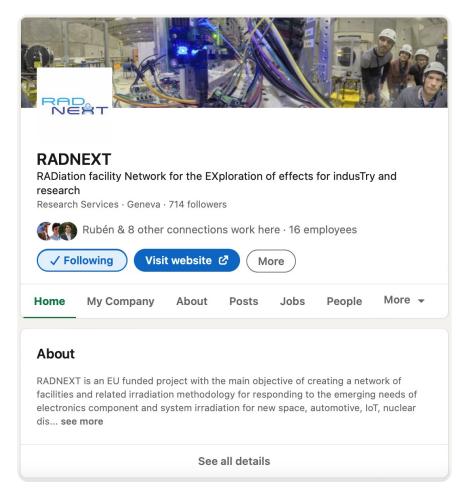






#### **Overview**

- New posts **regularly** promoting RADNEXT related activities (test campaigns, events, trainings, job position...)
- □ Page with over **710 followers** (if you don't follow it yet, link)
- □ Possibility of adding RADNEXT as a work experience.
  - ☐ 16 employees so far.
  - Guideline on how to do it available on Indico page





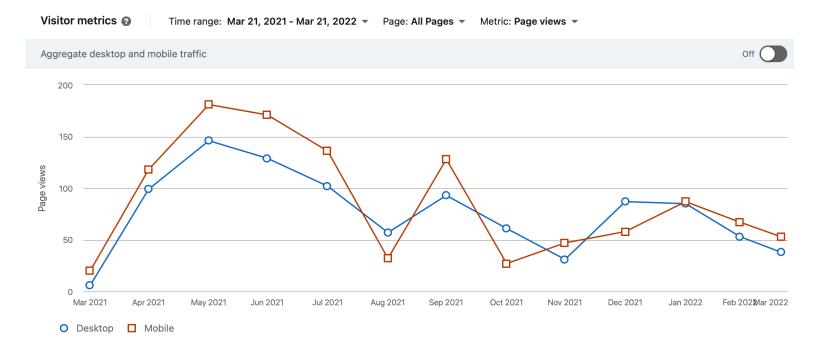
### **Followers Acquisition**

Follower metrics Time range: Mar 21, 2021 - Mar 21, 2022 ▼ Aggregate organic and sponsored Off ( Intense activity on social media for **RADECS** and 20 the promotion of the first TA call others 15 New Followers Nov 27 Jan 1 Mar 27 May 1 Jul 10 Aug 14 Sep 18 Oct 23 Feb 5 Mar 12 Jun 5 Organic Sponsored





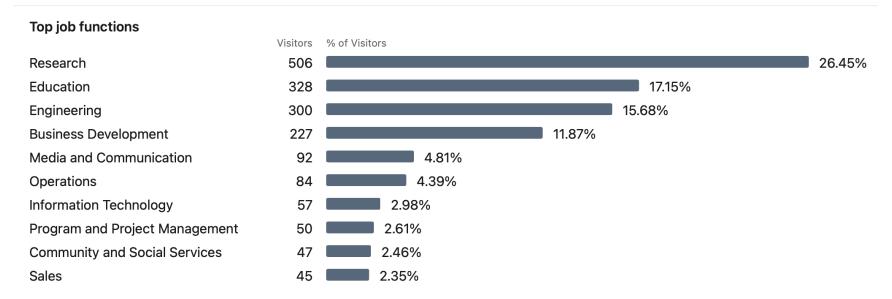
# **Visitor metrics – Page views**





### Visitor Demographics – Job function

Visitor demographics ② Time range: Mar 21, 2021 - Mar 21, 2022 ▼ Data for: Job function ▼





### **Visitor Demographics - Industry**

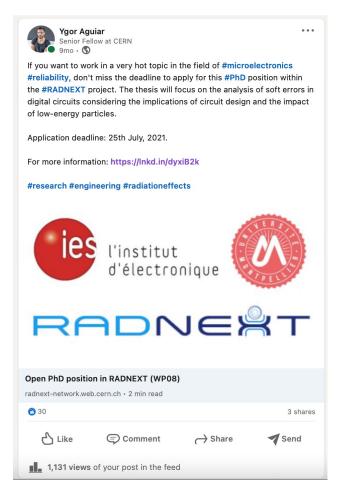
#### **Top industries** Visitors % of Visitors Research 810 41.5% Aviation & Aerospace 242 12.4% **Higher Education** 181 9.27% Information Technology and Servi... 113 5.79% Defense & Space 90 4.61% Electrical/Electronic Manufacturing 4.15% Semiconductors 2.25% 1.95% Internet Mechanical or Industrial Engineeri... 1.84% Hospital & Health Care 1.49%



# **Publication Guidelines (LinkedIn)**

- Use proper English and adequate to a professional environment.
- Be respectful and use good judgment.
- Don't create real or perceived conflicts of interest.
- Use hashtags and/or tag RADNEXT LinkedIn page.

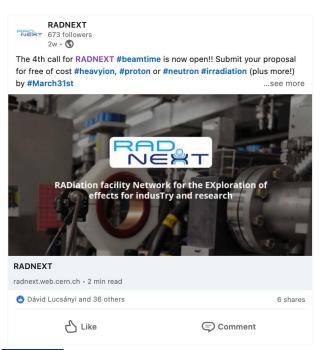
And, lastly, ask a colleague to review the content of your post if you're uncertain about anything, or get in contact with us. ©





#### Publication on the official page

#### Advertisement of events and activities within the project:





Ideas of materials to be posted on the website or LinkedIn page?

Don't hesitate to contact us and schedule the publication.

radnext-helpline@cern.ch





# Zenodo

General-purpose open repository

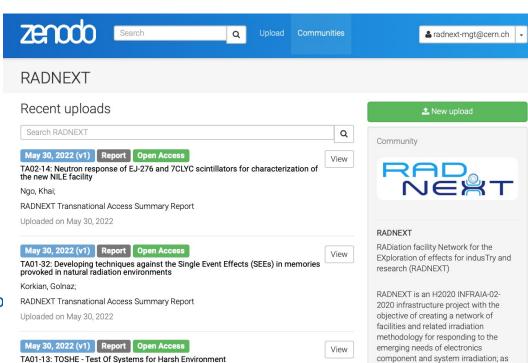




#### Zenodo

General-purpose open repository that was developed under the European OpenAIRE program and operated by CERN's Data centre, guaranteeing a level of trust and safety in the archiving process.

For each publication, a Digital Object Identifier (DOI) is registered with <u>DataCite</u> which facilitates the citation and traceable of the generated data.



RADNEXT community on Zenodo <a href="https://zenodo.org/communities/radnext/">https://zenodo.org/communities/radnext/</a>

well as combining different irradiation

and simulation techniques for



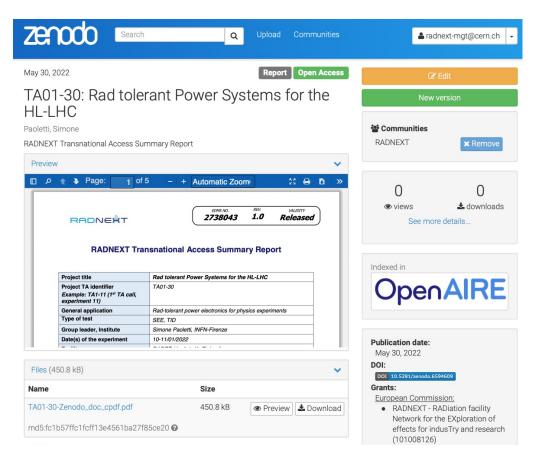
Dilillo, Luigi;

#### **Publication Procedure**

- The RADNEXT Transnational Access Summary reports are provided by each User after the success completion of their irradiation campaigns.
- 2) The reports are reviewed by the WP leaders from WP3, WP9 and WP10 and two versions are prepared:
  - For external dissemination and available publicly;
  - For internal dissemination, where the user's feedback information is provided and it is available only for RADNEXT members.
- 3) After the review process, the reports are stored on:
  - publicly on Zenodo: <a href="https://zenodo.org/communities/radnext/">https://zenodo.org/communities/radnext/</a>
  - and, on EDMS (for internal use): <a href="https://edms.cern.ch/project/CERN-0000230693">https://edms.cern.ch/project/CERN-0000230693</a>



#### **Example:**







# Thank you!

