



INNOVCARE – AAL-2014-192

Open ICT platforms and technologies to reduce and prevent the social and economic impact of elders' care

D5.2: InnovCare Project Website and Social Networking accounts (M18)

Date of delivery: October 2017



Document Control

Title	D5.5 InnovCare website and Social Medica		
Project	INNOVCARE (AAL-2014-192)		
Responsible partner	LifeOnKey	WP	5
Editors			
Last updated			
Doc ID / URL			

Revision History

Date	Author	Summary of Changes
March 2017	Suzan Miller	First draft
October 2017	Linda Harnevo	Review

Table of contents

- 1 Introduction 4
 - 1.1 Objectives 4
 - 1.2 Scope of the deliverable 4
- 2 InnovCare Media Assets 5
 - 2.1 InnovCare Logo 5
 - 2.2 InnovCare Colors 5
- 3 InnovCare Website 6
 - 3.1 The Website 6
 - 3.2 Key Activities 7
- 4 InnovCare Twitter Account 8
- 5 InnovCare Facebook Account 9
- 6 InnovCare Posters 10

1 Introduction

1.1 Objectives

The deliverable D5.2 is about (from DoW):

“This task focuses on creating and maintaining a constant digital presence for **INNOVCARE** on the World Wide Web. It includes the creation of the project’s main website which will host conventional and interactive content and feature frequent updates on the status of the project. A project wiki will be created to host technical content and lessons learnt maintained by all the consortium members who will be granted access and modification rights. Social networking accounts will be set up and maintained, as direct and effective channels of communication with the public”

1.2 Scope of the deliverable

In this report we will summarize the digital presence of InnovCare.

We will present the following:

1. The Media Assets: logo, colors, slogan, leading picture, etc.
2. InnovCare website: the different
3. InnovCare Twitter Account
4. InnovCare Facebook account
5. InnovCare Posters

2 InnovCare Media Assets

As part of this work we have developed a media presence for InnovCare.

2.1 InnovCare Logo

The InnovCare logo was developed in several stages – until the partners have voted for the following logo



Figure 1 InnovCare logo

2.2 InnovCare Colors

The colors that have been chosen to make part of the InnovCare image – are the colors that are presented in the logo leaves.

These colors have been in all dissemination material of the InnovCare project.

3 InnovCare Website

3.1 The Website

The website has been developed in steps.

1. The first step – was designing the graphical views
2. The partners have been presented with the suggested content for the website – and after receiving all input – we have developed the website.
3. The different pages:
 - Home – summary of project –



Figure 2 InnovCare Website – Home

- including the login for the pilots (both users and health professionals/admin)



Figure 3 InnovCare Website – Header – the LOGIN

- Footer – describing the ways to contact the project – and follow the Innovcare social networks accounts



Figure 4 InnovCare Website – Footer

- Project – description of the project
- Consortium – description of all members of the Innovcare project, including pictures from the different consortium meetings
- News – was added in the second year of the project –
- Gallery – pictures from events and applications
- Contact Page

The website will be kept live – to promote InnovCare for the future

3.2 Key Activities

Following the dissemination Plan (InnovCare Delivery D5.1) – we have used the website to present the status of the project.

The content was updated periodically

In April, we will update the status of the pilots – to disseminate results.

4 InnovCare Twitter Account

We have opened a Twitter account for InnovCare

This was part of the dissemination plan.

The partners have taken turns to tweet – not always at the pace we could have



Figure 5 InnovCare Twitter Account

5 InnovCare Facebook Account

We have opened a Facebook account for InnovCare

This was part of the dissemination plan.

The partners have taken turns to tweet – not always at the pace we could have

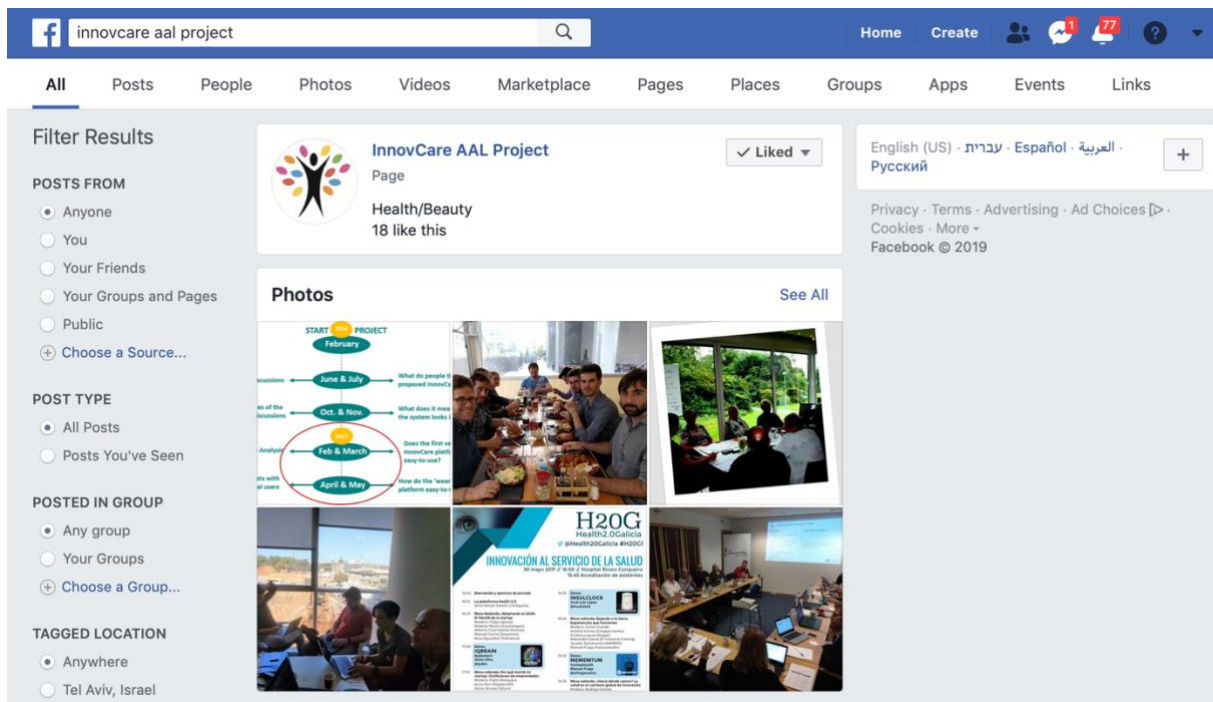


Figure 6 InnovCare Facebook account

6 InnovCare Posters

Next version