Grant Agreement 297292

EUROPEANA INSIDE

EUROPEANA INSIDE Website & blog

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Revision History

Revision	Date	Author	Organisation	Description
1	28/06/2012	Dr. Stefan Rohde-Enslin, Isabell Ehrlicher	SPK	Third Version
2	17/07/2012	Gordon McKenna, Carolien Fokke	CT	Final Version

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

Contents

1   Introduction

The Description of Work Task 1.4 - *Creation of EUROPEANA INSIDE website/blog* says:

> "*The EUROPEANA INSIDE website will act as a key platform for dissemination and testing of the project outputs.*
>
> *The website and blog will include:*
> - *Information about the aims and objectives of the project*
> - *Information on how to collaborate with the Best Practice Network*
> - *Opportunities to register to beta-test the Europeana Connection Kit*
> - *Social media functionality including a twitter feed*
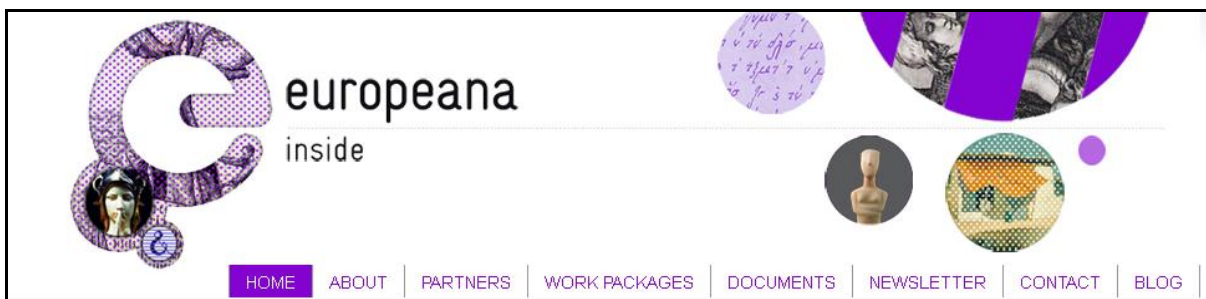> - *An opportunity to register to receive the Europeana Inside email newsletter.*"

The intended audience will be:
- *participating cultural institutions*
- *participating software companies*
- *clients of the participating software companies*
- *potential cultural institutions not yet participating*
- *potential software companies not yet participating*

The Europeana Inside website has the address:

<div align="center">

http://www.europeana-inside.eu

</div>

It is supported, technically, by PostScriptum Information Architecture Ltd. The Stiftung Preussischer Kulturbesitz (SPK) manages the website administration and content.

Screenshot at launch

2   How the system was implemented

One of the partners, PostScriptum (PS), has its own content management system (CMS) called "Post::CMS" which is an open source CMS. A version of this has been installed on a server provided by PS for use by the Europeana Inside project. A publicly available layout template was chosen as a starting point for the implementation.

The design and layout is not too far away from that of other Europeana related projects, so that a 'family' similarity can be seen. At the same time the design is different enough to be distinctive. This supports the branding idea – the project as a brand.

The website was created in the following way:

1. SPK made a list of points for the website's navigation and structure;
2. PS implemented the layout and design points in their content management system, and put some dummy texts into the pages. They then gave SPK an introduction on how to use the CMS;
3. SPK then:
   - Created the proper texts;
   - Put them into the system;
   - Restructured the layout where necessary;
   - Added links and images;
   - Asked all project partners for a description of themselves, and a logo;
   - Placed this information on the website.

The website at the moment has 8 main sections:

- ***Home***;
- ***About***;
- ***Partners***;
- ***Work Packages***;
- ***Documents***;
- ***Newsletter***;
- ***Contact***;
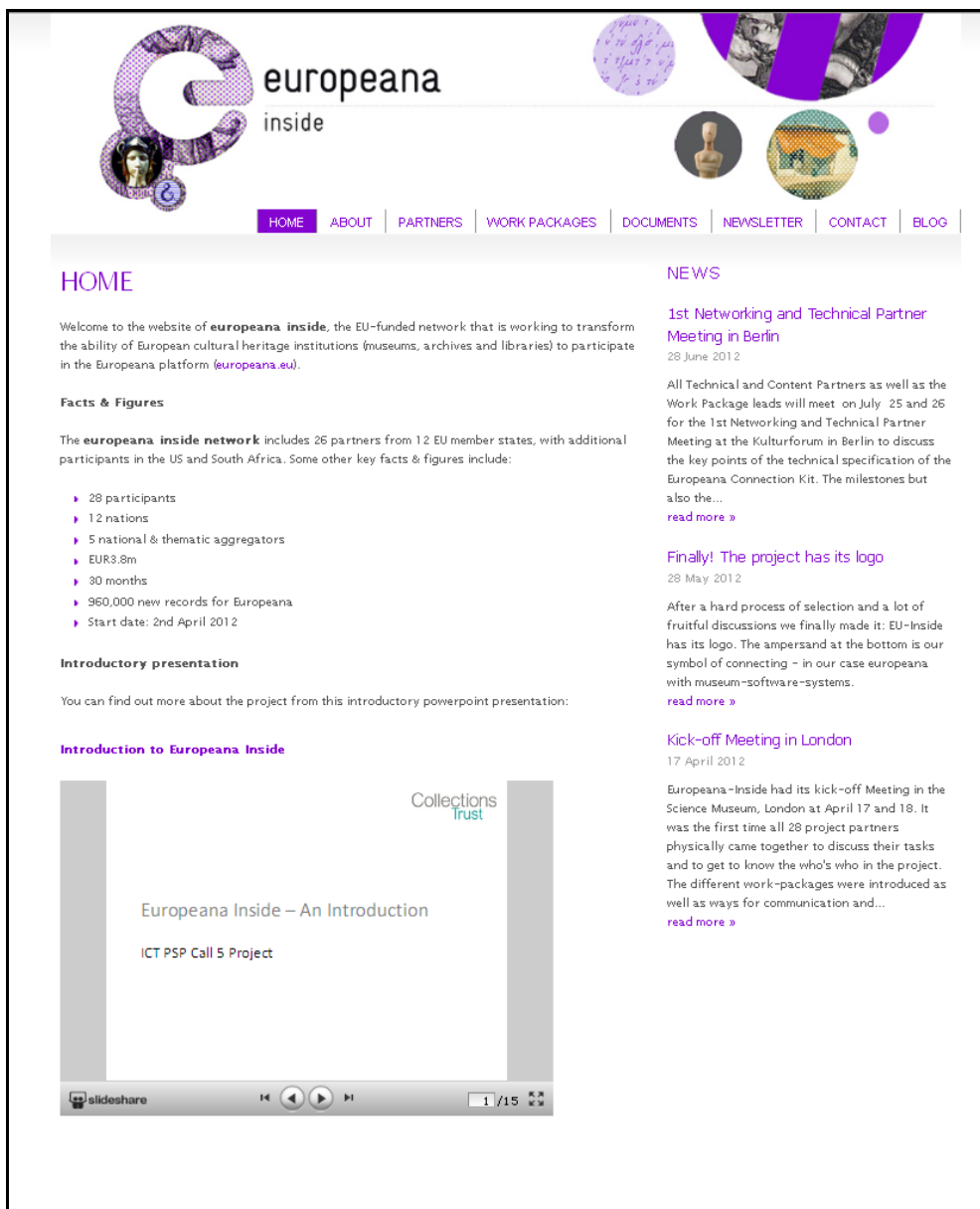- ***Blog***,
- ***Blank tab.***

There is intentionally a blank tab for one further navigation point left free as a fallback option in the case that the Collaboration Platform Basecamp-tool and -service (D1.4 Collaborative Platform) proves to be insufficient for one or another task. We already implemented a 'reserved area' at the projects website and will then establish another collaborative platform for the project there if necessary.

3 Website sections

3.1 Home

An introduction and first point of orientation for visitors to the website. It welcomes them and gives basic facts and figures about the project. It also offers a presentation, prepared by Collections Trust, for those who want to get some more information. This presentation will be replaced from time to time by others as the project develops.

The right hand column contains *News.* This also appears on most other pages of the website.

Home page at launch

3.2 About

Gives more detailed information about Europeana Inside:

- Project objectives;
- A statement about the increase of content to Europeana that the project will provide.

About page at launch

3.3 Partner

Lists the name of each project partner. Clicking on a partner's name offers further information:

- The logo of the organisation;
- A short introduction to the partner, including information about their involvement in Europeana Inside.
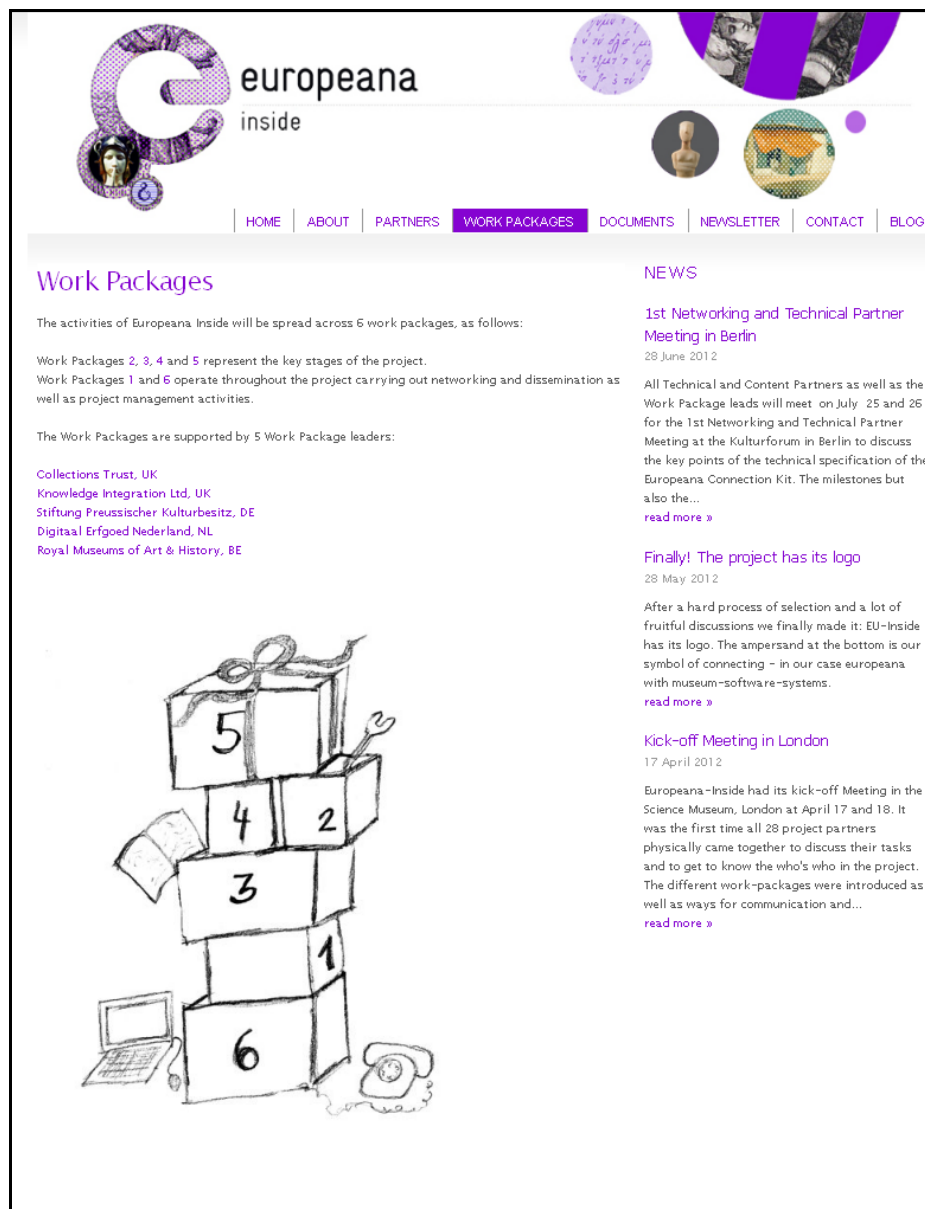

Partners page at launch

3.4 Work Packages

Displays the structure of the work inside Europeana Inside. This section has a dropdown sub-menu where information about single work packages is made available.

The graphic of stacked boxes symbolises each work package of the Europeana Inside project, and illustrates the different stages leading to Work Package 5 as final 'gift box', the full version of Europeana Connection Kit (ECK). At the same time the stacked work packages refer to *Postcard2* described in deliverable D1.2 – *Branding Material*.
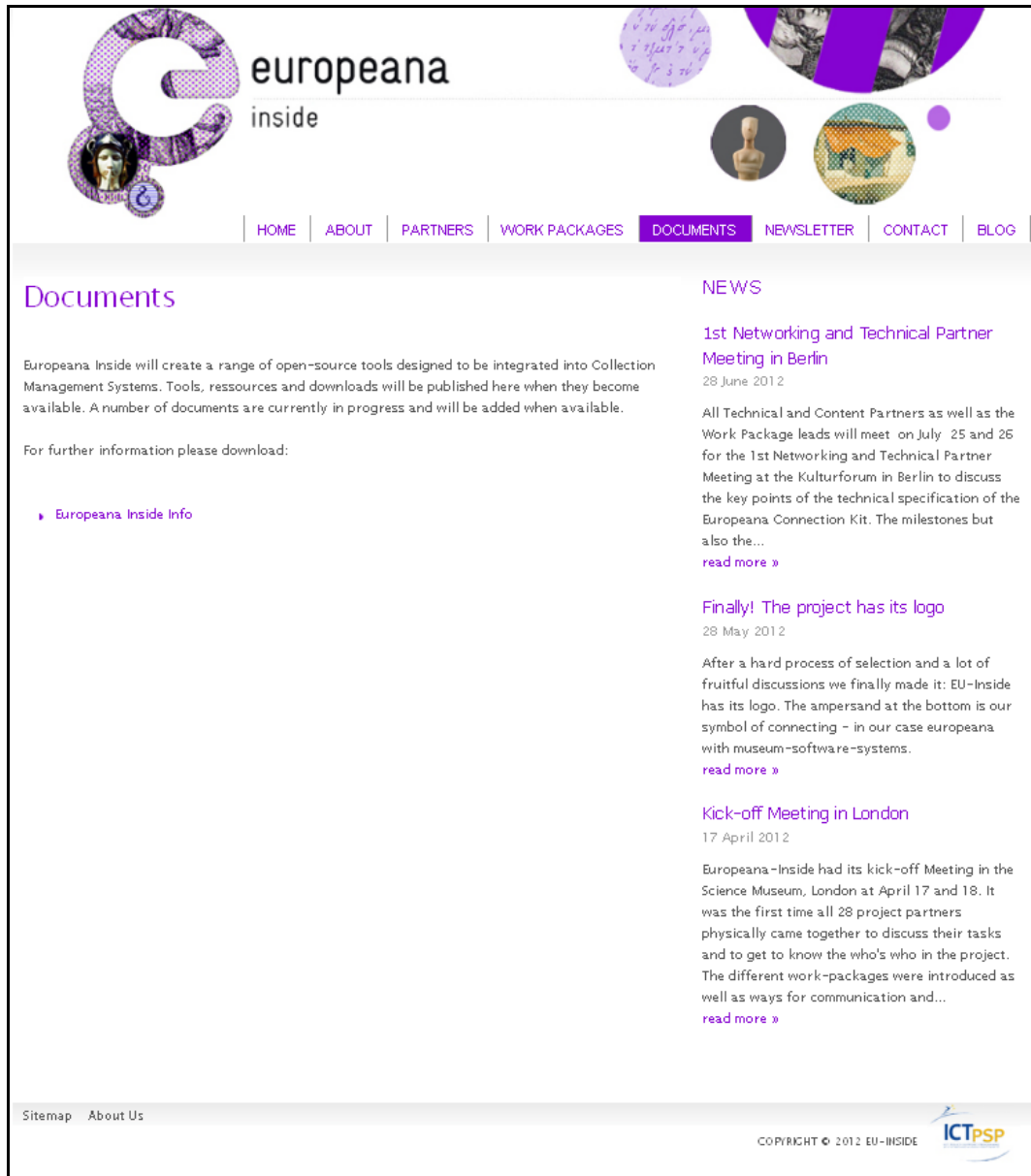
Each work package listed in the sub-menu is introduced by a small mnemotechnic verse which illustrates the purpose of the work package. The introduction of each work package ends with the name of the Work Package lead partner.
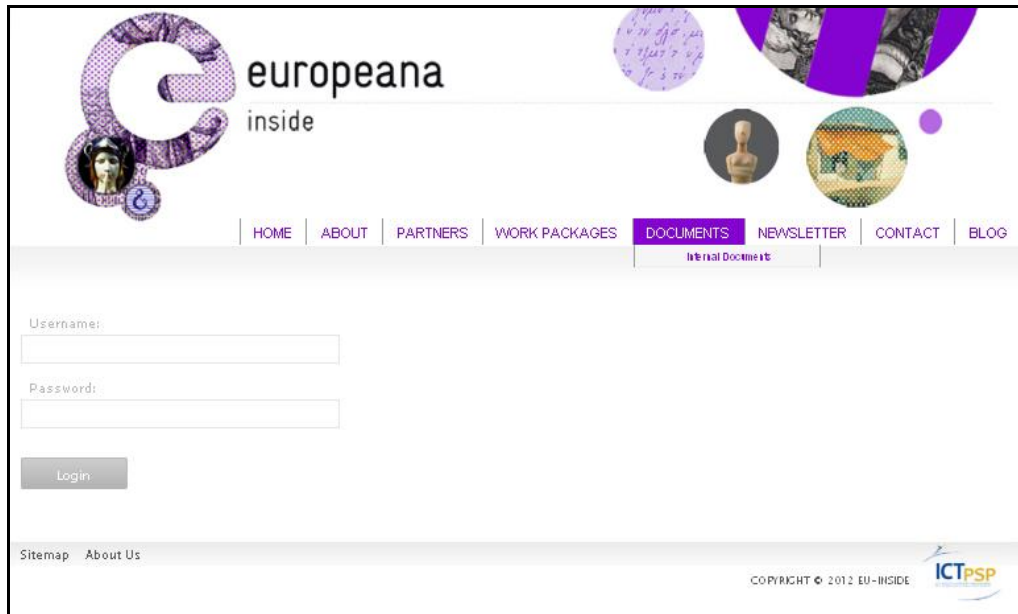

Work Packages page at launch

3.5 Documents

Europeana Inside will create a range of open-source tools designed to be integrated into collection management systems. Tools, resources and downloads will be published here when they become available.

Documents page at launch

This section also offers a sub-menu. This is for *Internal Documents*. This is where project internal documents will be accessible. To get access a password will be needed. A central password will be created by the administrator.
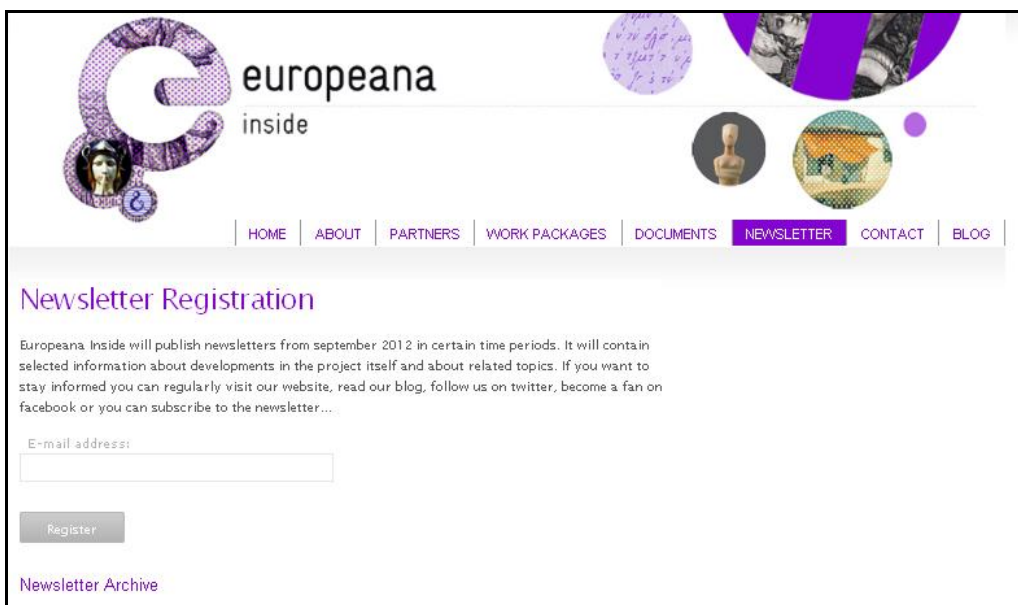
For the project's internal communication there will be special needs which the Basecamp collaboration tool cannot meet. For example, a requirement among technical partners during software creation to be able to work in parallel on code. If there are special needs the website will offer further information, perhaps to another collaborative platform (with a link), or offer a solution itself.

Internal Documents page at launch

3.6 Newsletter

Europeana Inside will publish 5 email newsletters from September 2012 on at certain time intervals. They will contain selected information about developments in the project itself and about related topics. The Newsletter is offered to every interested person, organisation and software provider. Everybody who is interested can subscribe to the newsletter via the tab "Newsletter" and the newsletter registration mask. 5 newsletters are planned to be published, more if needed. A newsletter archive will present every published newsletter below the registration mask.

Newsletter page at launch

3.7 Contact

This section has:

- A central address to the Project Management (Collections Trust) on the right
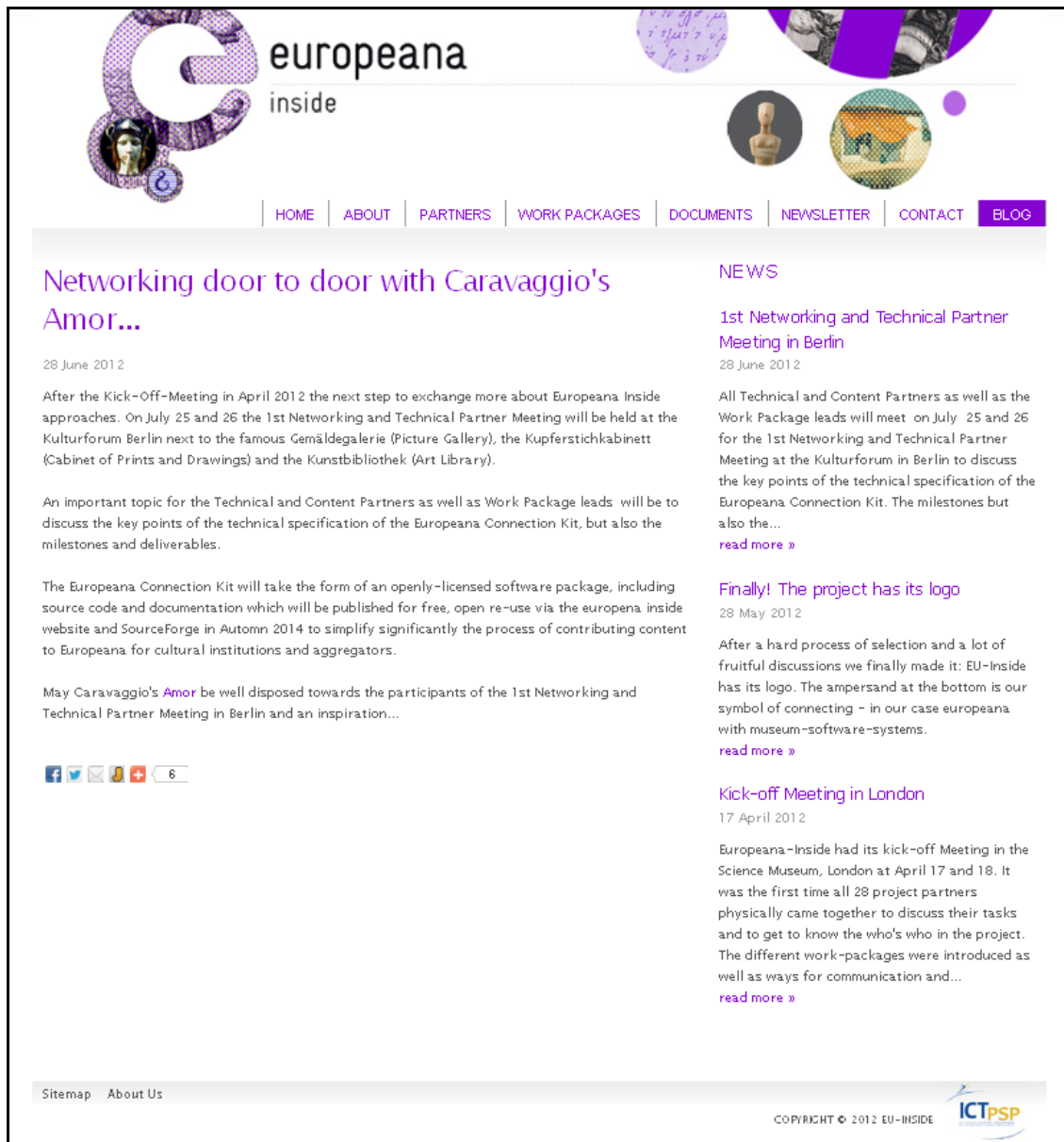- An email message form on the left (the mails are sent to the central address).

Contact page at launch

3.8 Blog

While the *News* items on the right side of many of the sub-pages are only short, the *Blog* section offers either short or detailed information more frequently.
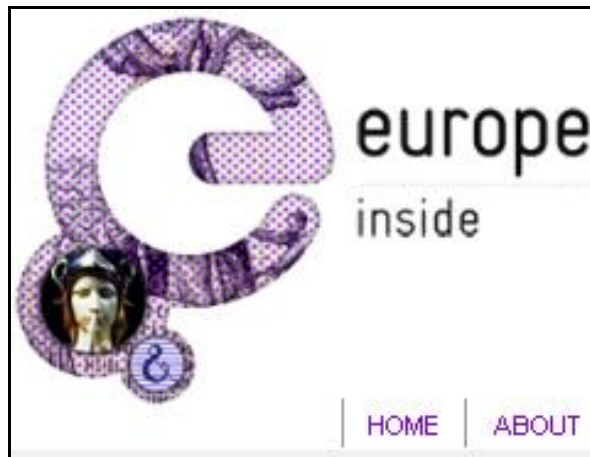
This section is a core element in the dissemination strategy. All blog entries will be published automatically on the Facebook and Twitter accounts at the same time. Once communication channels such as the website and the social web are firmly installed, the blog will be the 'voice' of the Europeana Inside project.

Blog page at launch

3.9 Free Space for another section

In the line with the top navigation we intentionally left space for another section. As soon as there is a part of the ECK to be shown, described or tested this place will be the entry point to a section called 'Europeana Connection Kit' and all information about the ECK will be made available here including an invitation and registration for beta testing.

Free Space for another section later in the project