

Deliverable D7.4 Brand guidelines, project brochure and introductory slide set

This report provides an update on a number of communication tools and guidelines that have been developed during the first six months of the PIONEER project. The tools discussed include PIONEER's brand guidelines, introductory slide deck (short and extended version) and project brochure. These tools form part of PIONEER's communication framework and are aimed at the establishment of a strong visual identity for the project as well as effective communication with external stakeholders. The impact of these tools on dissemination is also discussed. These tools were developed to support the implementation of PIONEER's dissemination and communication strategy and to effectively communicate the aims, progress and results of the project to all interested stakeholders.

Deliverable D7.5 Report on project specific website and social media platforms

The PIONEER specific website was developed for launch during the project's kick-off meeting (14th May 2018), under the registered domain <https://prostate-pioneer.eu>. The website serves as the main platform for project communication with the wider public, with emphasis on regular updates. It supports and reinforces the rest of the dissemination activities. The website will be progressively improved over the lifetime of the project through the addition of further information as PIONEER develops and delivers on its objectives.

The use of Twitter as a social media tool is appropriate to update the public on PIONEER's progress and to quickly disseminate to a wide and diverse audience project relevant information. In addition, due to the expanded scope of the platform, it allows the project to reach out to additional stakeholders and connect with thousands of people around the world. A PIONEER Twitter account was created in May 2018 (@ProstatePioneer).

As the project progresses, PIONEER WP7 will establish additional social media platforms to support dissemination including a dedicated project LinkedIn group which will allow the consortium to build a network with all interested stakeholders. The group's settings will allow all members to post items; therefore, encouraging debate and feedback. It has been further discussed that Facebook represents a viable platform for the project to engage with stakeholders especially as it becomes more widely used and accepted by the general age demographic of patients diagnosed with Prostate Cancer. To begin with, PIONEER will utilise the Facebook accounts of WP7 members, EAU, eCancer and ECPC to trial engagement of stakeholders via Facebook as together they have over 18,000 Facebook members.

All these actions have or will allow the project to build a strong external network as each allows all interested external organisation and individuals to follow the project with relative ease and to actively contribute to discussions.