HORIZON 2020
Self management of health and disease: citizen engagement and mHealth

Project:

myAirCoach - Analysis, modelling and sensing of both physiological and environmental factors for the customized and predictive self-management of Asthma"

(myAirCoach, Grant Agreement No. 643607)

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Executive Summary

This document constitutes the Deliverable "D7.2 - Project Web Presence (Website, Wiki, Blog, Social Media)" of the myAirCoach project (Grant Agreement No.: 6436071), and presents the online dissemination channels of myAirCoach as they were created and developed through the first three months of the project

The myAirCoach Consortium has established a wide variety of communication channels (official web portal, social media, wiki page etc.) in order to disseminate project's main objectives, achievements and events as well as to coordinate and facilitate the cooperation of the consortium. Finally, the delivery of a concrete and user-friendly web toolset along with the social media dissemination channels is expected to form the basis towards the involvement of the asthma community with myAirCoach project.

In this direction, and taking into consideration the high interest derived for the optimal management of the myAirCoach portal, the deliverable is organised in three main sections.

Initially, the description of the project's website is demonstrated introducing its format and functionalities towards their frequent use by the members of the consortium and all the related stakeholders. The Knowledge portal (Wiki) of the myAirCoach project is described in the following sections with special focus on the functionalities offered for the facilitation of cooperation within the consortium and towards the goals of the project and the timely preparation of the deliverables. Finally all the social media channels used for the myAirCoach project are presented.

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List of abbreviations and acronyms

(*in alphabetic order*)

CMS	Content Management System
DPI	Dry Powder Inhalers
GPL	General Public License
IP address	Internet Protocol address
pMDI	Pressurised Metered Dose Inhalers

1 Introduction

This report constitutes a detailed description of the myAirCoach Web Presence and presents the functionalities of the webpage together with the accounts of social media accounts that have been assigned to the project. The web developments along with the established social channels will be enhanced with the essential dissemination material, which is expected to serve as a multiplier of the project's main ambitions and objectives through the engagement of all the related stakeholders groups and public audiences.

The following table outlines the online communication channels utilized for the online dissemination of the myAirCoach project.

Table 1: Summary of myAirCoach online presence

The myAirCoach website
http://www.myaircoach.eu
The myAirCoach Knowledge Portal (Wiki)
http://www.myaircoach.eu/myaircoach_tiki/
The myAirCoach account on Twitter
https://twitter.com/myAirCoach
The myAirCoach account on YouTube
https://www.youtube.com/channel/UCLoXfTn1cl_UpcPpwGd0TAghttps://www.youtube.com/channel/UCLoXfTn1cl_UpcPpwGd0Tag
The myAirCoach account on Facebook
https://www.facebook.com/pages/Myaircoach-project/1026056347408516
The myAirCoach account on Google+
https://plus.google.com/106731121506259163257/posts
The myAirCoach account on Linked-in
https://www.linkedin.com/groups/myAirCoach-project-8246844

All the above mentioned online communication channels of are expected to contribute greatly to the dissemination of the project results and outcomes and maximise the impact of the foreseen system on the quality of life of people with asthma. In this initial stage the communication channels were selected in order to cover the majority of online social media and are expected to be active during the entire timeline of the project and after its completion. If one of the above channels is found to be have minimum influence on the online community the consortium can decide for its

discontinuation based not only on data from its previous use but on the projected usefulness for the next goals of the project.

The detailed description of the myAirCoach project in the above online resources is expected to be the basis for the cooperation with other EU projects and research or commercial organisations. Moreover, the content aggregated on all the above platforms is expected to stimulate the discussions and cooperation between the consortium members and it is also intended to bridge the gap between the knowledge and experience background of the partners, towards the efficient and effective cooperation for the multidisciplinary goals of myAirCoach.

The online dissemination tools can be accessed through three main levels of user hierarchy in order to provide the required safety and stability of the online resources.

a) The ***Public Area***, is accessible to the general public without the need for subscription and includes the project's website and social media.

b) The ***Members Area***, is accessible only by the myAirCoach consortium and only after their subscription. Project's Knowledge Portal (Wiki) is the only area of this type.

c) ***Administrator Section***, which is accessible only by the administrator of the project's web components, who is responsible for their proper function and the publication of news and relevant material provided by the project's consortium. Social Media will be managed by the project coordinator (CERTH/ITI) and the responsible partner for the dissemination activities (EFA). In addition the website and knowledge portal of the myAirCoach project will be administrated by CERTH/ITI, based on the long experience of the institute in ICT technologies.

2 The myAirCoach Website

The website for the myAirCoach project is publicly available at http://www.myaircoach.eu, and is held/maintained by CERTH/ITI. The website was designed during the early stages of the project, in order to support all the necessary horizontal activities of the project. It is planned that the website will be maintained for at least 3 years beyond the end of the project, as it forms the basis of myAirCoach online presence and will be the key project communication tool.

The main goals of the myAirCoach website are:

a) To raise awareness on myAirCoach and to inform the public and the various interested stakeholders about the progress of the myAirCoach project;

b) To formulate the online presence of the project and to disseminate material to all interested web users;

c) To present the project in an easy and concise way to engage the European community, i.e. patients and their families, doctors and healthcare personnel, researchers in the field of medicine and technology, research and commercial organisations;

d) To encourage feedback from all related stakeholders upon the project's aims, progress, methods and future work;

e) To stimulate and facilitate the production of articles, reports and demonstrations of the project results;

f) To provide a common space for the assessment of publicly available material created under the framework of the myAirCoach project (e.g public deliverables, scientific publications, presentations of the project);

g) To provide a round table for the communication between the partners of the consortium through the use of online tools such as the project's blog and wiki.

h) To bridge the gaps between the different knowledge and experience backgrounds in the consortium towards the identification of innovative solutions;

i) To formulate and structure the knowledge and experience produced under the framework of the myAirCoach project;

j) To facilitate the production of deliverables through online tools of communication such as the project's wiki and a private area for the uploading of files.

In the following sections, the structure and main functions of the web site are described followed by a short description of each web page, either static or dynamic.

2.1 Technical Infrastructure

The website has been designed using the Drupal CMS[1] deployed on an Apache web server powered by PHP and using a MySQL Database.

Drupal is an open source content management platform maintained and developed by a community of more than 1,000,000 users and developers and it's distributed under the terms of the GNU General Public License[2]. Drupal has been selected as the base technology for the implementation of the myAirCoach website based on the flexibility and the modularity that it offers, the available tools for high level personalization of web content and the rich repository of plugins that allow the extension of its functionalities far beyond the features of the basic installation. All the above characteristics make Drupal ideal for the multidisciplinary purposes of myAirCoach without imposing any risks to the stability of the final webpage. Finally, it is important to mention that the design and development of the myAirCoach website have focused on the deployment on a variety of devices with different screen size such as tablets and smartphones, something that is crucial for the mHealth orientation of the myAirCoach project.

2.2 Website Layout

The myAirCoach website is based on a common layout that guarantees easy browsing through the sites web pages. More specifically the layout is presented in Figure 1 and Figure 2 and consists of:

a) The **Header**, which includes the logo and the full name of the project. On the right side of the header, a global search field is displayed above shortlinks to all project social media channels.

b) The **Main Navigation Menu** used serves as the common basis for fast browsing between the different sections of the website.

c) The **Main Content Area** which is the main part of every page, presenting the information requested by the user.

d) The **Sidebar**, containing upcoming events related to myAirCoach and a link to the calendar of project. In addition the sidebar summarises most recent news of the myAirCoach project. Finally the glossary of the webpage is presented for fast browsing to specific areas of interest. .

e) The **Footer** of the project's web pages presents the structure of the website (sitemap), above the information about the project's funding by the European Union's Horizon 2020 framework. At the left side of the footer the logo of the European Union is displayed together with the required copyright disclaimer. Furthermore and under the EU logo there is a direct link to the "eHealth and Ageing" webpage of the European Commission.

The home page of the myAirCoach site is an exception to the above rule since it contains an additional section (see Figure 3). Namely:

f) The **Short Project Presentation** is positioned between the Main Navigation Menu and the Main Content Area in the homepage of the website.

g) The Main Content Area lists the project news on top of the projects newsletters and latest publications of the **EU eHealth in Focus**

h) The Sidebar, contains the most recent tweets of the project, and the **EU_eHealth newsletter**.

As already mentioned the layout of the project is responsive to smart device such as a smart phone or tablet in order to allow easy use and efficient presentation of information. In this case all the above sections are presented in series vertically (see Figure 5). The Main Navigation Menu is represented by a Menu button which expands when pressed to present all the available choices (see Figure 6).

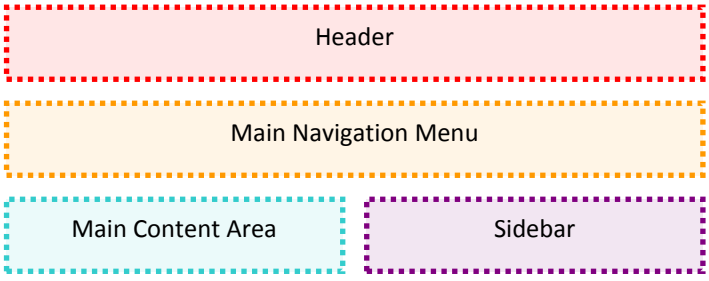
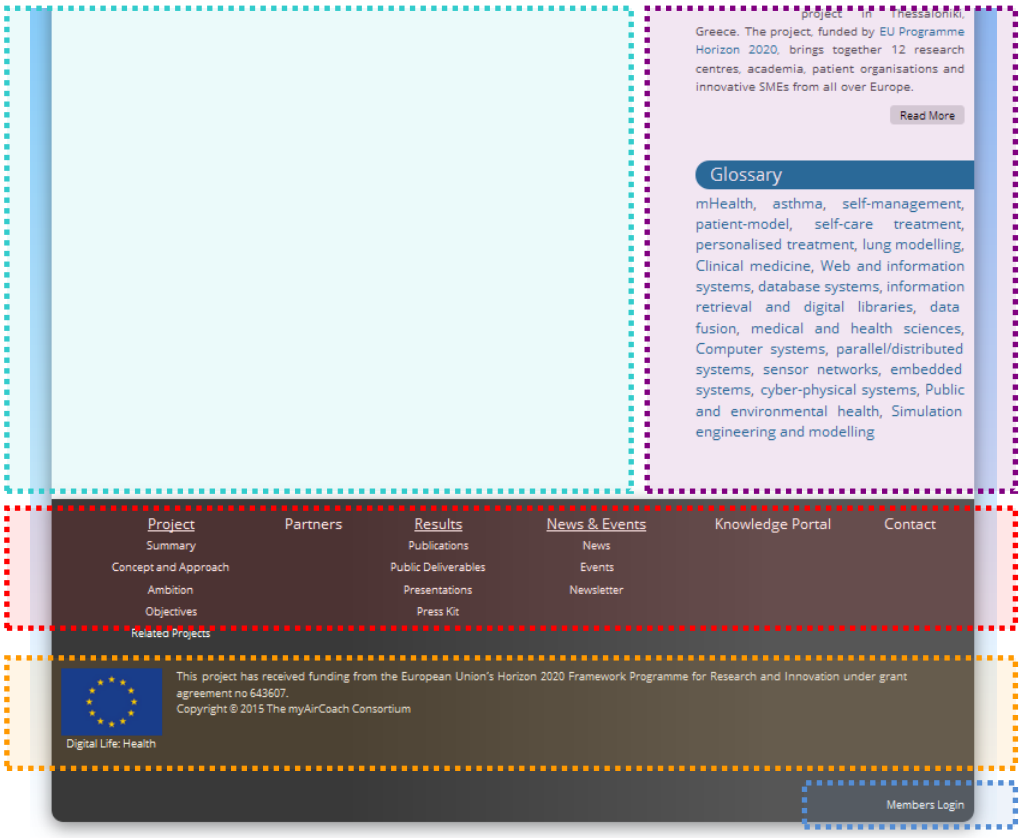


Figure 1: Default web page layout (Top)



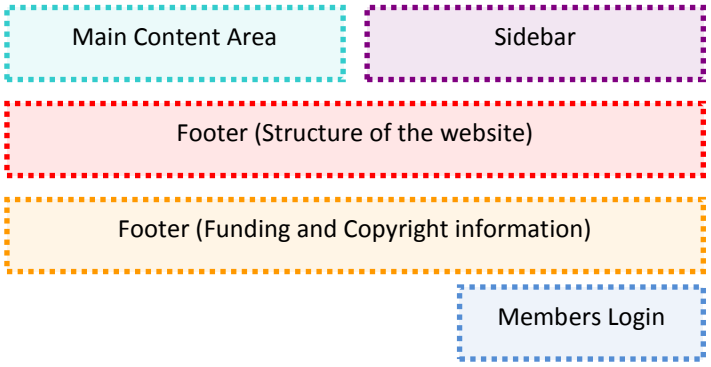


Figure 2: Default web page layout (Bottom)

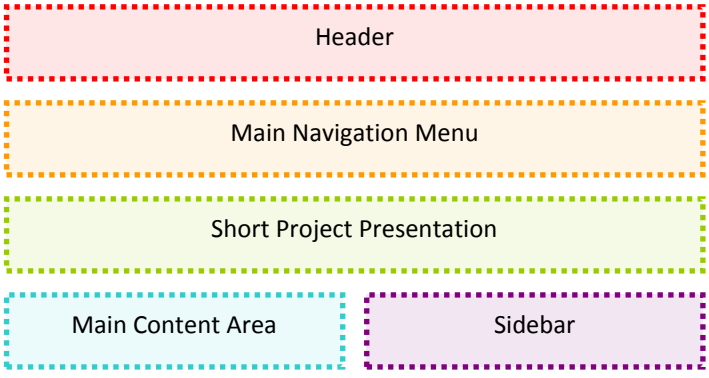


Figure 3: Home page Layout

EU eHealth in focus News

EU_Health tweets

Figure 4: Home page layout (Bottom)

Figure 5: Default web page layout on Smart Device

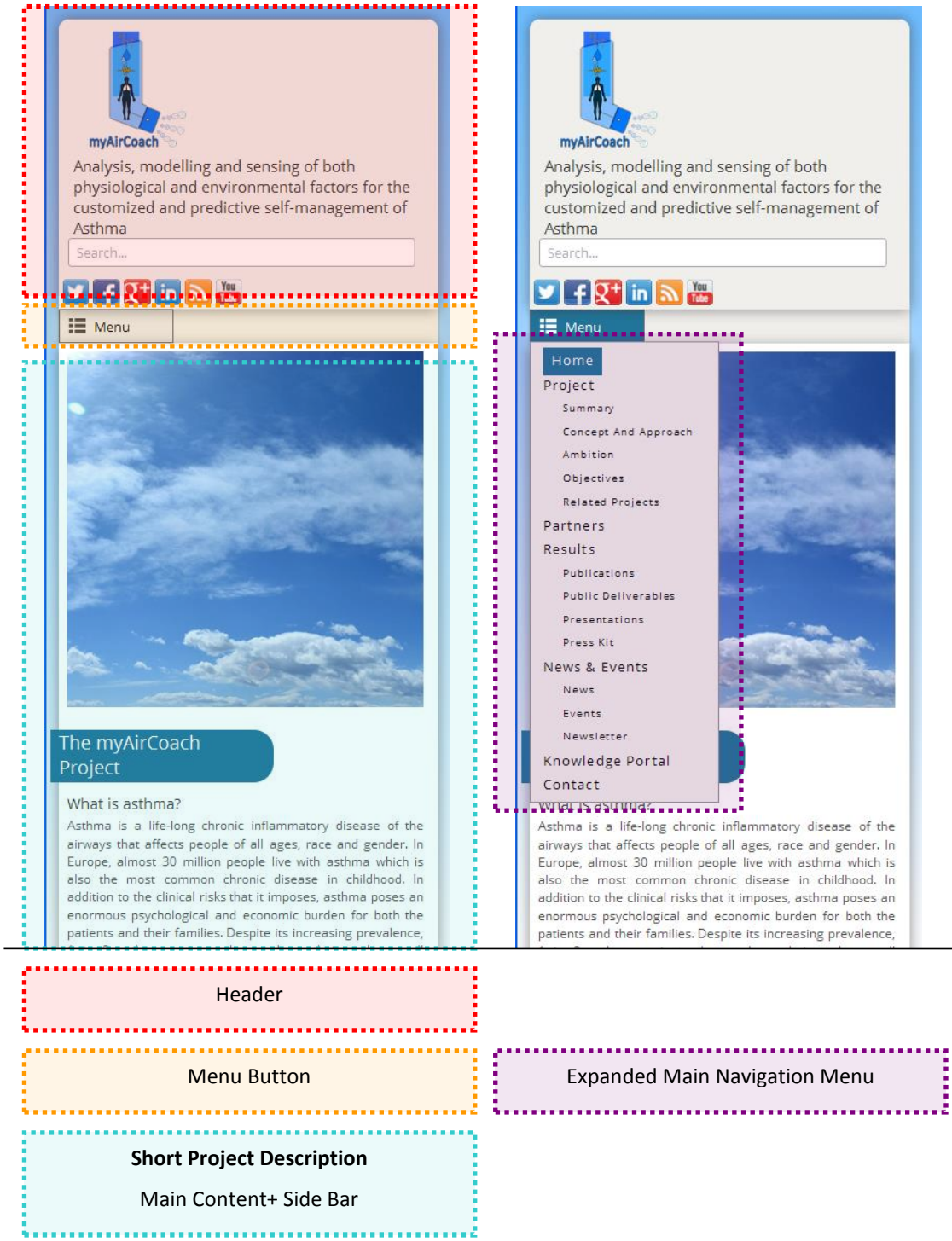


Figure 6: Home page layout on Smart Device and expanded view of the Main Navigation Menu

2.3 Contents

The informational structure of the myAirCoach website was designed to have the presentation of the project, both in terms of goals and background, as well as the presentation of news related to myAirCoach work in its centre. The following list presents the main sections of the page, together with a short description of their intended purpose

- Home Page: The homepage presents a short summary of the myAirCoach project together with the latest news of the project. The purpose of this page is to outline the project goals and its current state in a glance.
- Project: The purpose of this section is to present with greater detail all the information related to the project, its objectives and how they will be implemented by the consortium
    - Summary: This section gives an introduction to the project and provides additional details regarding the project's funding and duration.
    - Concept and Approach: This section presents myAirCoach in a nutshell by answering six fundamental questions about the project, namely: What?, Why?, How?, For Whom?, By Whom? and When?
    - Ambition: This section outlines the outcomes foreseen by the project and their importance in the community.
    - Objectives: The objectives of the project are summarised here as they are included in the myAirCoach Grant Agreement and together with a short overview of each objective separately.
    - Related Projects: This is a list of related projects that are expected to provide crucial support to the work of myAirCoach. Technical and scientific knowledge builds upon previous results and conclusions and therefore the myAirCoach project will try to utilise all the available information regarding the outcomes of the above projects.
- Partners: This is a presentation of the project's consortium together with the links to the respective web-sites of all the partners. This section is meant to present the multidisciplinary nature of the project, and outline the importance of each partner to the goals of the myAirCoach.
- Results
    - Publications: List of scientific publications based on the work of myAirCoach.
    - Public Deliverables: List of public deliverables together with downloading links for each one after its successful completion.
    - Presentations: List of presentations related to the work of myAirCoach. Downloading links for the assessment by the website visitors.
    - Presskit: In this section all the other types of dissemination materials such as leaflets will be available to download by the user.
- News & Events

  - News: This myAirCoach blog contains a list of news related to the goals of the project and publication of project results. This section will be used to share experiences and research outcomes between the partners and the community of website users. In this area, partners will be able to publish intermediate results, experience and photos from related events.
  - Events: List of events that are related to the project or events that are part of the project's work plan. In addition the project's calendar can be displayed including all the published events and links to their short description.
  - Newsletter: In this section the website visitors are presented with the possibility to subscribe to the project newsletters and receive them through mail when they are available

- Knowledge Portal: This link will direct the user to the project's wiki page where the only the consortium member's will be able to use all the available functionalities after using their unique login information.
- Contact: In this section the website visitors are able to provide feedbacks regarding a part of the project or even the functionalities of the website. The contact information of the project coordinator Dr. Dimitrios Tzovaras is also available in this section.

The respective views of all the above web pages are presented in "Appendix 1: Views of the myAirCoach web pages".

2.4 Administration of website Content

As already mentioned the myAirCoach website was designed based on the Drupal Content Management System which offers a variety of useful administration tools for the easy management of the content and the structure of the website. The following sections present a short overview of these functionalities and how they will be used for the dynamic evolution of the website though the project's timeline.

2.4.1 Creating Content

The myAirCoach website supports the following list of content categories:

a) **Articles and Blog entries:** This content type is related to the project's news. Once a new article is created, it appears on the news section and the home page of the website.

b) **Events:** This content type is related to project events. Once a new event is created, it appears in this section and also on the myAirCoach calendar.

c) **Partners:** This content type is used to present the project consortium. Once a new partner is added, a new entry is created at the partners section of the website.

d) **Newsletters:** This content type is related to the newsletters. Once a newsletter is added, it becomes accessible in the newsletters' section and the home page of the website.

e) **Basic pages:** This content type is related to the main content of the web pages.

In order to add/create new content to the site, the administrator has to follow the procedure described in the next steps:

a) After logging in the Content Management System and from the administration menu panel, the user should select “Content”→ “Add tab”.

b) Then a relevant page with the all available content types is being presented to the user in order to select the preferable type of the content that he/she would to add (see Figure 7).

c) Once the content type is chosen, then the user has to fill the corresponding form which includes a variety of different fields, depending on the selected content type. For example, if the user wants to add a new article, then she/he has to provide information regarding the Title, Tags, Body text and Image(s) for this corresponding article (see Figure 8). The user may have also the capability to include not only plain text, but also formatted text including multimedia and other information through the usage of the available rich text editor.

d) Finally and with the simple press of the “Save” button at the bottom of the form the content is published in the respective page of the myAirCoach website.

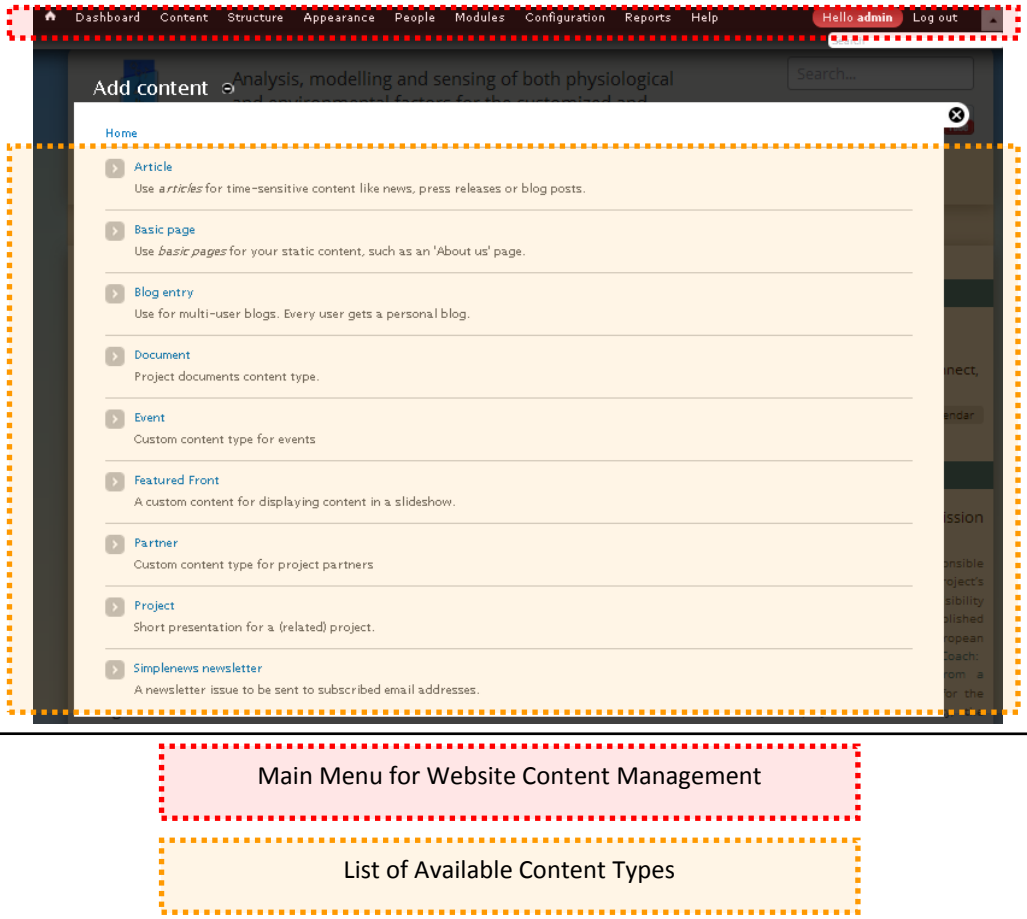


Figure 7: Website Content Management Interface: Selection of type of content

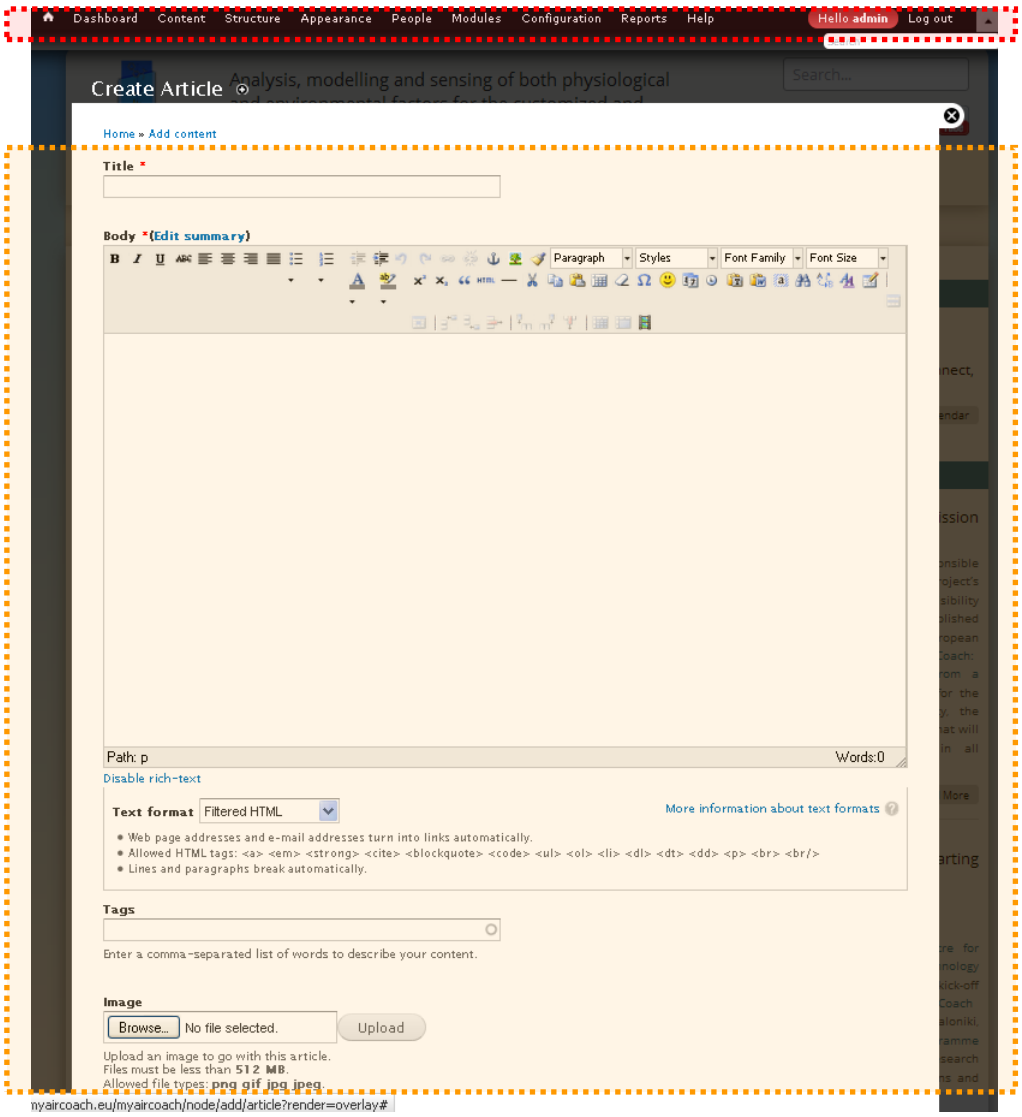


Figure 8: Website Content Management Interface: Insert new content

2.4.2 Editing and Modifying Content

If the modification of the existing content of the web site is required by the user the following steps need to be followed:

a) From the administration menu panel the corresponding Content has to be selected in order to view the list of the existing entries that are stored in myAirCoach Web site (see Figure 9).

b) Then and after pressing the edit button the user has capability of modify the selected published content.

c) After all the changes have been made, the user can publish the new content by pressing the “Save” button at the bottom of the form.

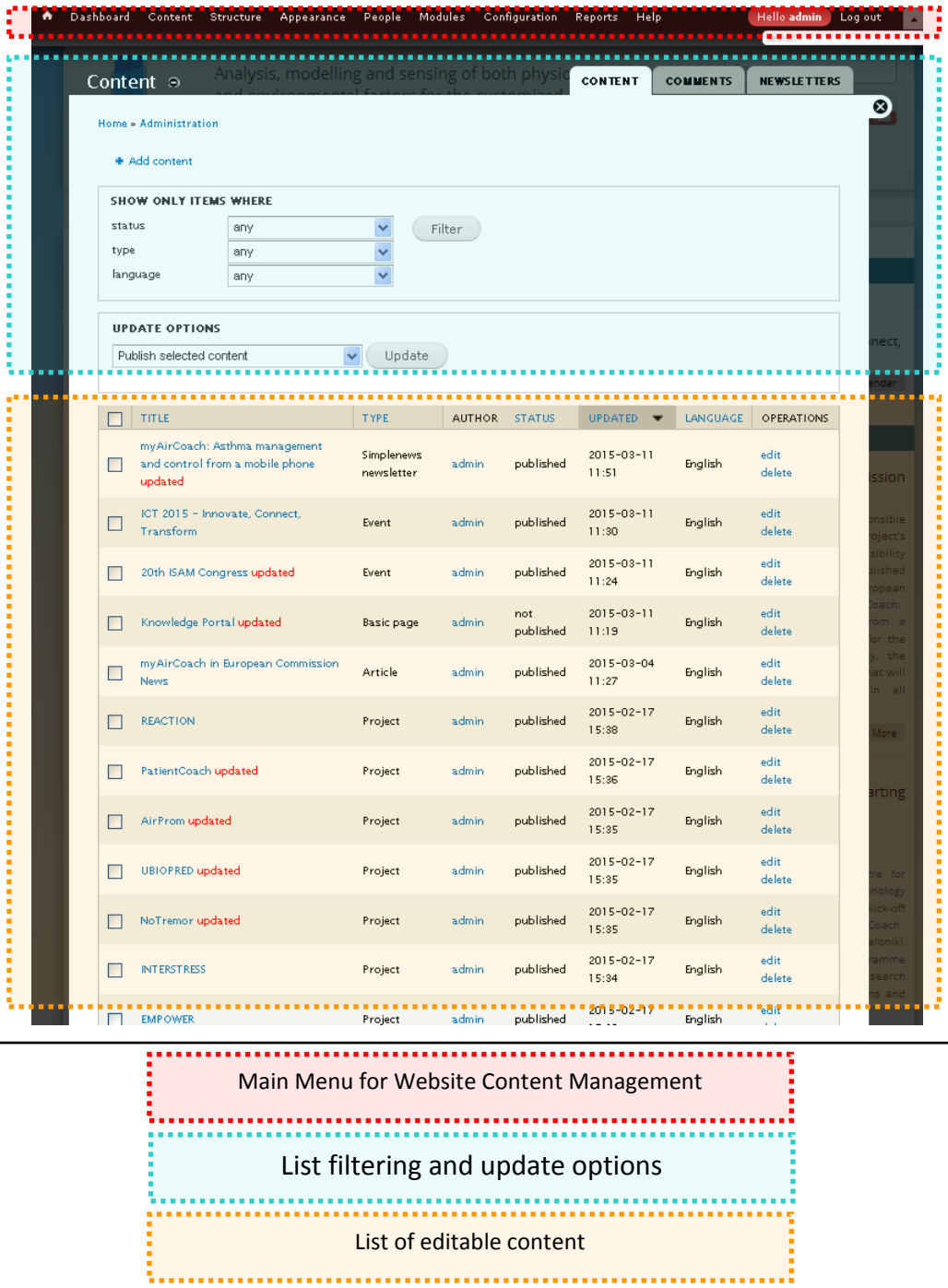


Figure 9: Website Content Management Interface: Modify published content

2.4.3 Deleting Content

If a user needs to completely delete a specific content from the site, then the following steps should be followed:

a) From the administration menu panel the corresponding Content has to be selected in order to view the list of the existing entries that are stored in myAirCoach Web site (see Figure 9).

b) Through the simple press of the “delete” button and the confirmation of the action the content will be deleted from the website

2.5 *Management of users*

The website of the myAirCoach is intended to be used by a number of users including representatives of all the partners of the project. Therefore there should be the possibility to create and manage user accounts based on the needs of the project and the involved researchers.

2.5.1 Creating new User Accounts

When a new user account is needed the administrator of the myAirCoach website has to perform the following steps:

a) First of and from the administration menu, the user should select "People"→ "Add user tab".

b) Then and after filling the corresponding form that is being presented a simple press of the "Create new account" is enough for the creation of an account for the new user (see Figure 10).

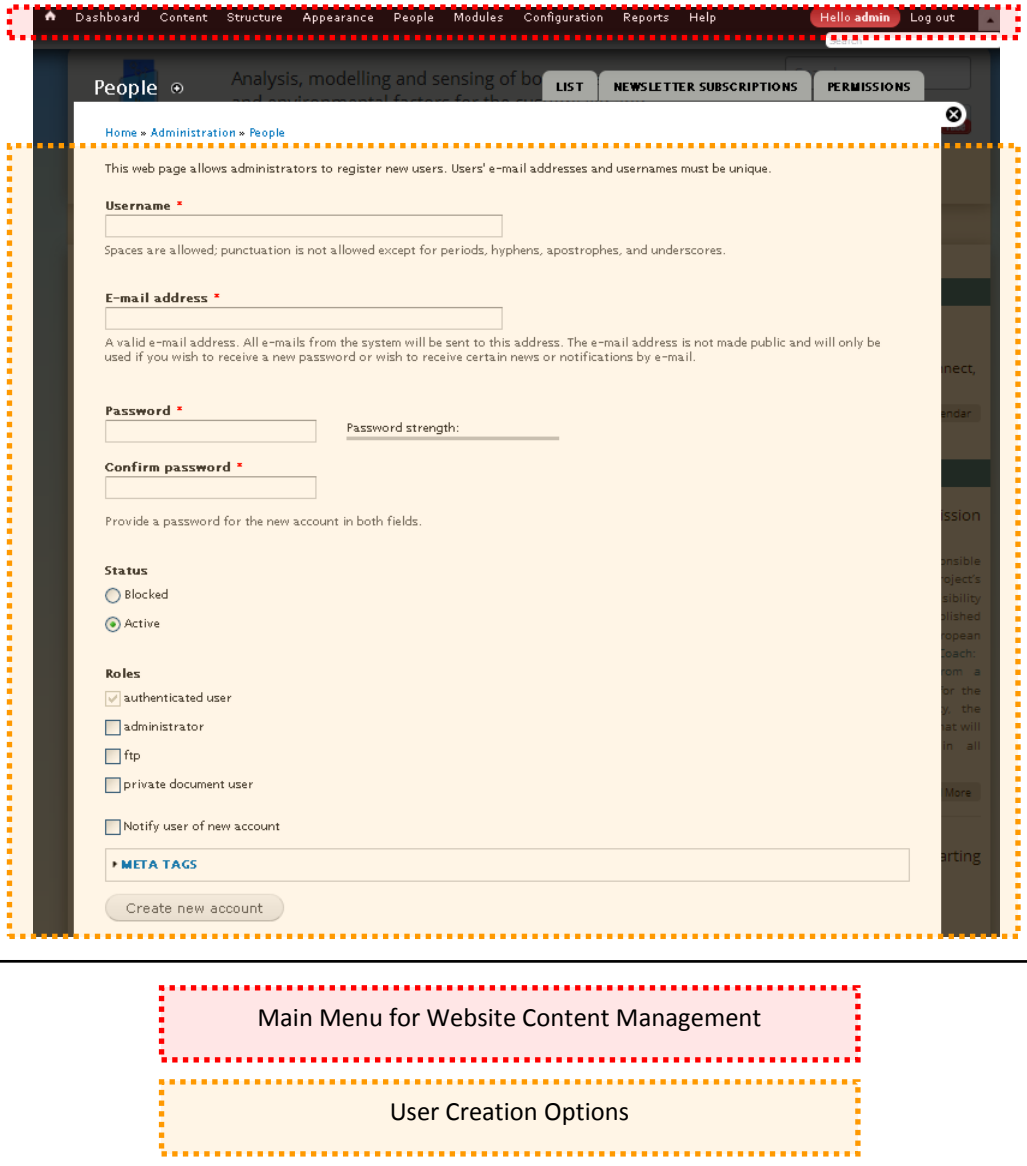


Figure 10: Website User Account Management Interface: Add new user

2.5.2 Editing User Accounts

If the administrator needs to edit an existing user account, the next steps need to be followed:

a) From the administration menu and after the selection of the “People” tab a list of all the existing users is being presented (see Figure 11).

b) Afterwards the press of the “Edit” button will allow the modification of the preferable content.

c) As a final step, the “Save” button will make all the selected changes to the account of the user.

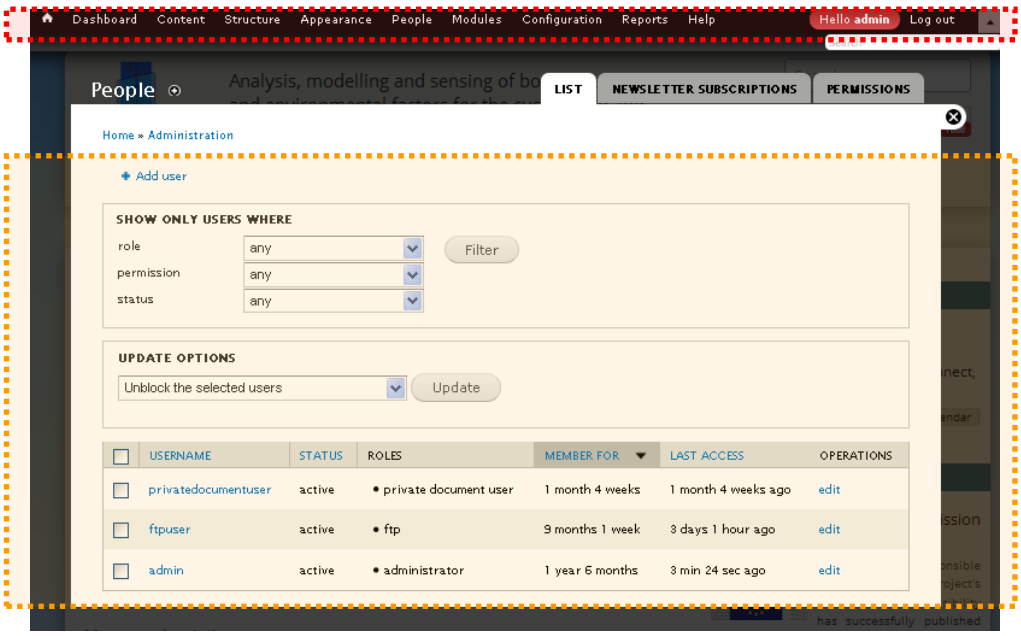
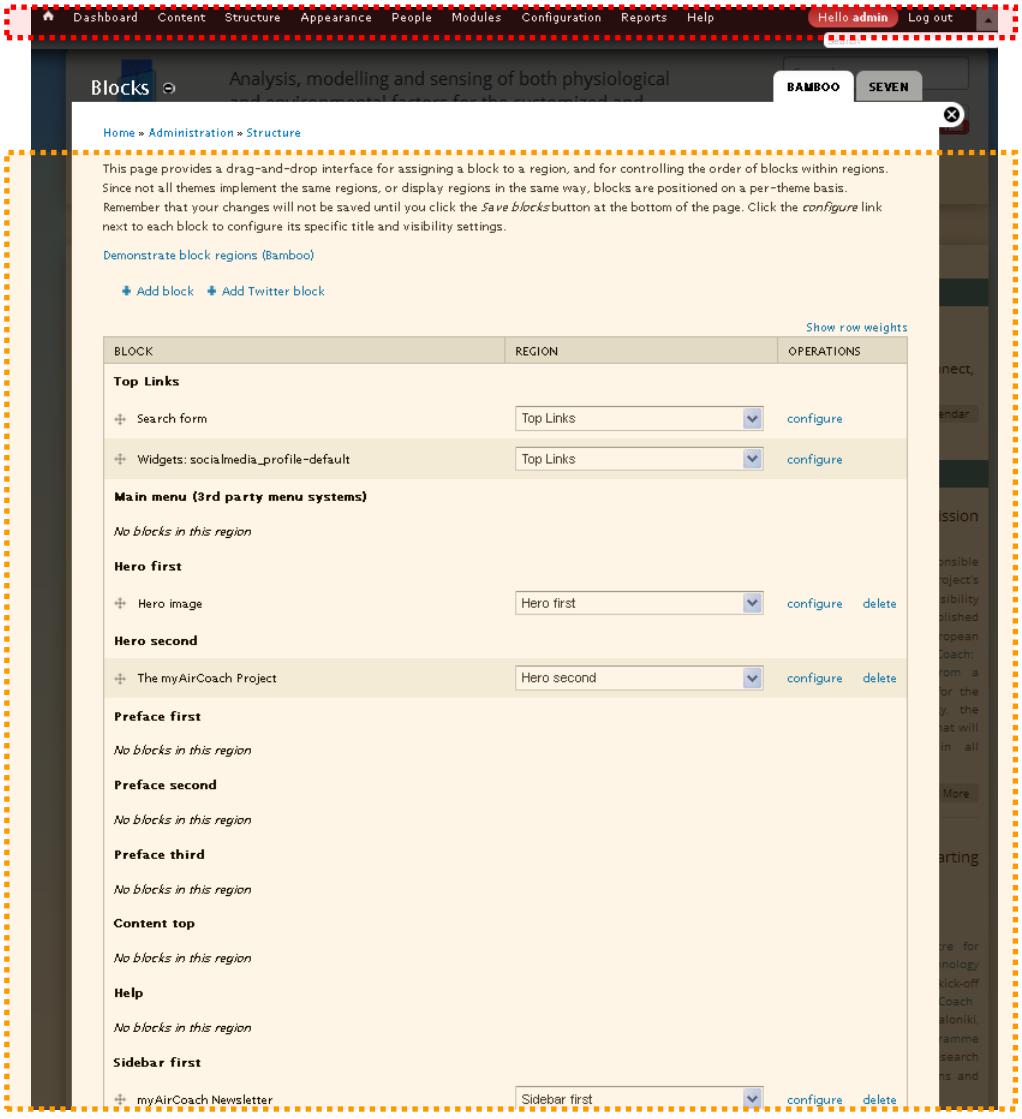


Figure 11: Website User Account Management Interface: Edit user preferences

2.6 Management of Webpage structure

Following similar procedures as the ones described in detail in the previous sections the website administrator is also given the possibility to modify the structure and format of the website in order to fit the needs of its users and also guarantee the proper function of the website both in terms of appearance and functionality. The following figures present some indicative examples of this process and the capabilities of the Drupal CMS.



Main Menu for Website Content Management

List of editable content

Figure 12: Website Block Management Interface

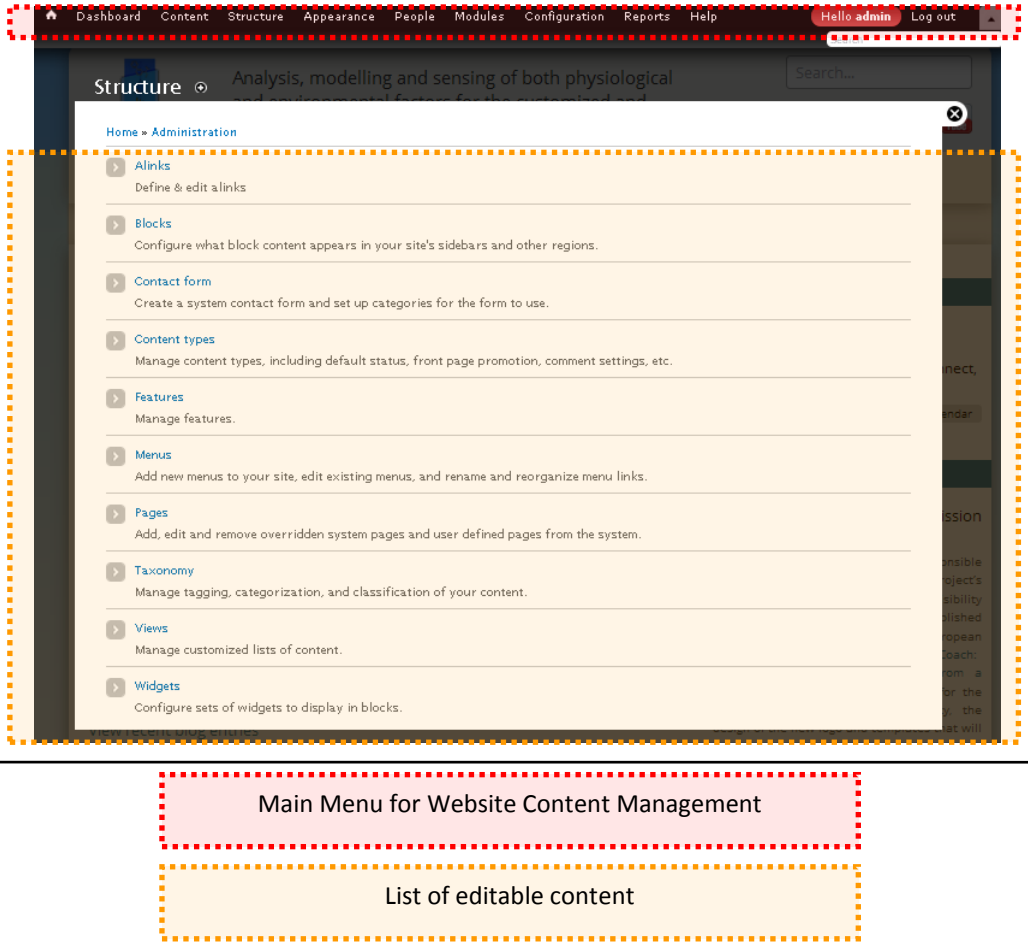


Figure 13: Website Structure Management Interface

2.7 Analysis and statistics

Google Analytics[3] is used for the statistical analysis of the myAirCoach website and the extraction of useful conclusions regarding trends and variations for its use by online visitors. Google Analytics is a very popular web analytics solution that gives rich insights into one's website traffic and marketing effectiveness. It allows for Advanced Segmentation, Custom Reports, Advanced Analysis Tools, Analytics Intelligence, Custom Variables, and Data exports. Google Analytics can also track visitors from all referrers, including search engines, display advertising, pay-per-click networks, e-mail marketing and digital collateral such as links within PDF documents.

The following list summarizes the main parameters and indicators that will be used for the monitoring of the myAirCoach website throughout the course of the project.

a) Number of visits and number of unique visitors

b) Visit durations and last visits

c) Authenticated users and last authenticated visits

d) Days of week and rush hours (pages, hits, Kilobytes for each hour and day of the week)

e) Domains/countries of visitors

f) Host list, last visits and unresolved IP addresses list, most viewed, entry and exit pages

g) Browsers used

h) Robot visits

i) Search engines, key phrases and keywords used to arrive at site

j) Number of times site is added to favorites bookmarks

3 The myAirCoach Knowledge Portal (Wiki)

The Knowledge Portal for the myAirCoach project is available to myAirCoach partners at http://www.myaircoach.eu/myaircoach_tiki and is held/maintained by CERTH-ITI. As already mentioned, the Knowledge Portal can also be accessed through the official myAirCoach website via the dedicated menu option: "Knowledge Portal". The main objective of the Knowledge wiki portal is to support the coordination activities and enhance knowledge sharing among the consortium partners in order to maintain a unified view of the existing know-how and ongoing developments. In accordance with the web site, the myAirCoach wiki page was developed during the early stages of the project and it is planned to be maintained for at least 3 years beyond the end of the project.

The wiki solution has been selected to support the partners' cooperation and interactions on the basis of all the foreseen areas of focus (cross-domain clinical data, computational models and developed framework). All partners will be able to use the capabilities of the knowledge portal when needed in order to share data, files and opinions towards the goals of the project. The knowledge portal is based on two main principles of knowledge fostering; extension and exploitation:

a) *Ease of Use:* As no complex technical background is expected by the wiki users, the knowledge portal was designed using the simplest and most basic user interface. The user of the wiki is able to apply the intuitive wiki syntax through a very common and friendly interface with enriched possibilities, using nothing more than a web browser of her/his selection.

b) *Open Read/Write Access:* A main goal of the wiki page is the efficient collaboration of partners on documents made available for editing and revision through secure tools. In this direction a variety of protection actions are available (permissions, monitoring and lock pages, page history) so as to backup the wiki pages content, and restore it if necessary.

The minimal requirements for using the Knowledge Portal are users' personal email address in order to create a personal account and a Web browser that supports forms and basic authentication (e.g. Microsoft Internet Explorer, Mozilla Firefox, Google Chrome) In this way, users may share information within a workgroup via their browser, while they are able to browse folders and download documents to their local system.

The following sections, demonstrate the technical background and the main capabilities of the developed knowledge portal as one of the main tools supporting partners' online collaboration.

3.1 Technical Infrastructure

The Knowledge Portal has been designed using the Tiki Wiki CMS Groupware[4] deployed on an Apache web server powered by PHP and using a MySQL Database.

Tiki Wiki CMS Groupware (commonly referred also as TikiWiki) is a free and open-source Wiki-based management system and online office suite distributed under the terms of the GNU Lesser General Public License (LGPL)[5]. Tiki Wiki has been selected as the base technology for the implementation of the knowledge portal as it includes all the common features of Content Management Systems (CMS) such as register and maintenance of user accounts, customized page layout, administration functionalities

through friendly user interfaces. In addition the TikiWiki environment allows future-proof upgrades maintaining satiability and high level performance through adaptable format and appearance.

3.2 Knowledge Portal Layout

In the case of the knowledge portal and since its main objective is to provide a functional tool and a round table for the cooperation of partners, the myAirCoach Knowledge Portal is based on a simplified and user friendly layout that demonstrates in a comprehensive manner all the available functionalities. The layout is presented for two separate pages; the Introductory Page for members' login and the Main page for the authorized members (after successful login).

The Introductory Page consists of the following areas:

a) The **Header** includes the logo and the full name of the project. In addition, and on the right side of the header, the *Login* field is displayed so that the registered users can access the content of the wiki. The user can also register in order to obtain access for the main page area after the approval of the administrator.

b) The **Content Area** displays an introductory message about the project and the use of the myAirCoach Knowledge Portal. Moreover, and in the bottom of the content area, the user can find the "wiki syntax" link that directs to the official website of TikiWiki CMS and provides practical information about Tiki Wiki set up and use.

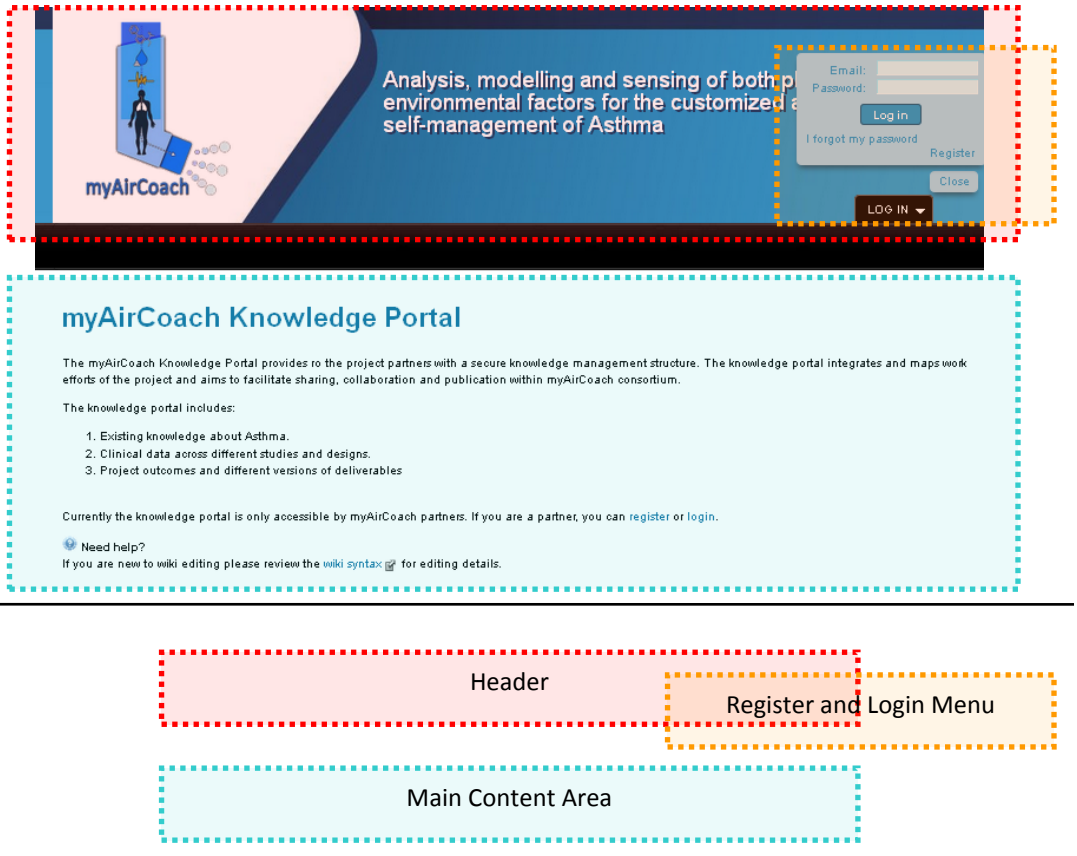


Figure 14: Default Knowledge Portal Introductory Page Layout

After the successful login, the authorized members are redirected in the home page of the wiki which includes a navigation menu along with a set of additional capabilities for editing of content and uploading files. More specifically, the format of home page includes:

a) The **Header** which is in accordance with the header of the introductory page with the only difference that the *Logout* field is displayed so that the users can safely exit the knowledge portal.

b) The **Navigation Menu** on the left side of the page is used as the common basis for fast browsing between the different sections of the wiki.

c) The **Content Area** which displays the same content message with the introductory page. However, a set of new options are offered, so as to allow the authorized user to edit the content of the page, or attach a new file. Finally, and on the right upper side of the content area, the user can use the edit, save and monitoring buttons.

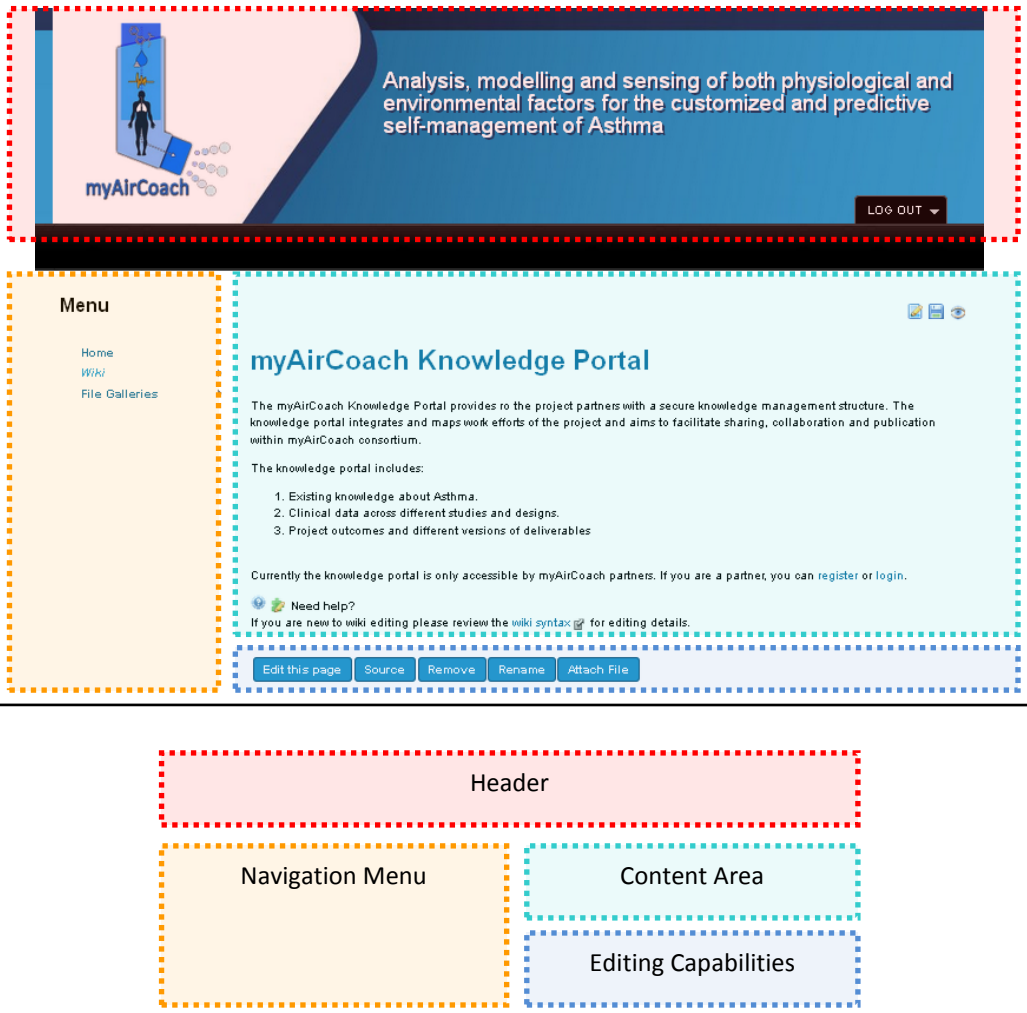


Figure 15: Default Knowledge Home Page Layout

3.3 Content and File Management

The myAirCoach Knowledge Portal offers a variety of tools that enable the content and file management as well as wiki style displays and the effective monitoring of

performed actions. The following description presents an overview of these functionalities and introduces the possibilities for helping partners to organise the knowledge activities of the myAirCoach project.

3.3.1 Wiki Content Management

The Wiki application menu allows the collaborative modification, extension or deletion of the displayed wiki content and structure according to the needs of all the users. The wiki menu comprises of three main options:

a) **Last Changes***: Through this page all* users can view the changes and adjustments on the Knowledge portal together with the date of these changes, the corresponding page, the applied action and user behind these changes. In addition, a search field is displayed and can be used for the fast filtering of the changes by the user based on her/his needs.

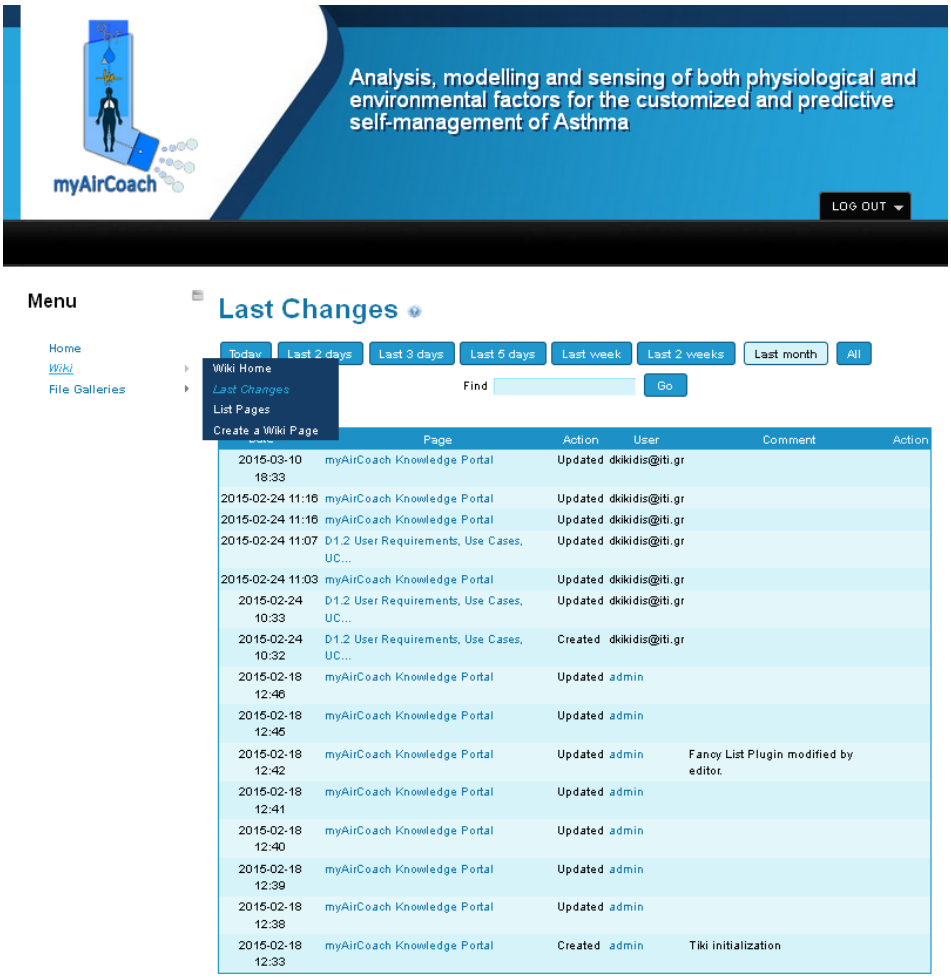


Figure 16: "Last Changes" page in the Wiki

b) **List of Pages**: In this section, the uploaded pages are listed along with a set of useful information. The user can choose to navigate through these pages by selecting the respective links. In addition, buttons for direct edit, copy and remove are displayed to be used when necessary. Finally the possibility to

create a new page is also available. This page offers two distinct views: one that presents the content in tabs and one that presents all the content in series. These views can be interchanged using the "NoTabs" button displayed on the top-right side of the page.

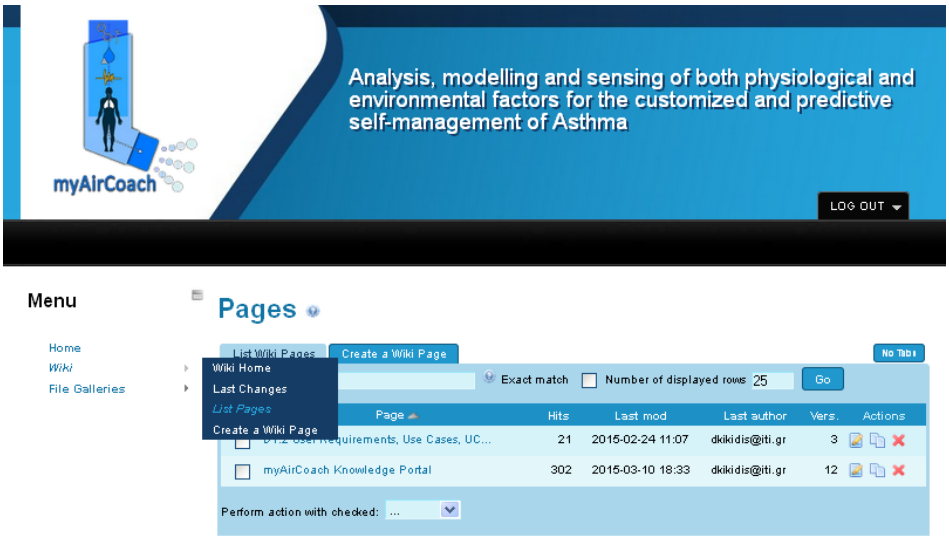


Figure 17: "Listed Pages" section in the Wiki Page- Tab View

Finally the Wiki menu can be used to directly create a Wiki Page, an option also available in the list of pages. The creation of a new page is based on very common interfaces used in most modern document editors and email editors (Figure 19). After the creation of a wiki page, the user can attach files which will be available for download and further support the wiki page material.

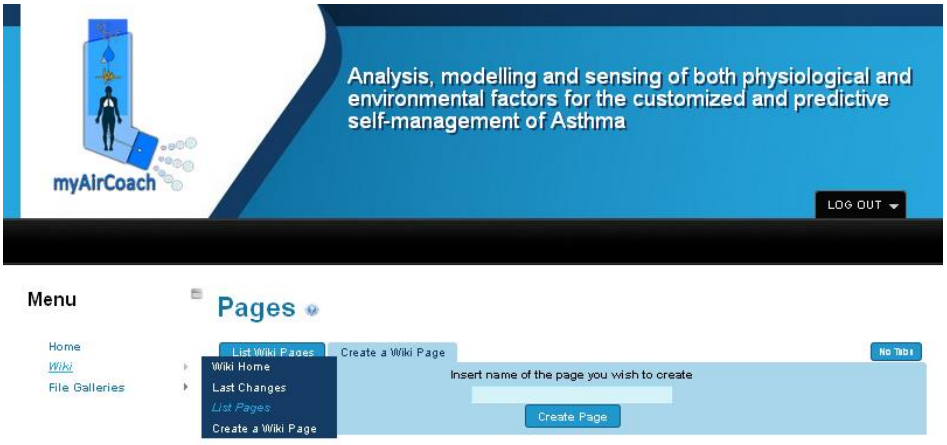


Figure 18: Wiki Page Creation

It is important to note, that every wiki page can be edited or removed by any authorized member and therefore special care should be given by all partners so to minimize the possibility the important content is lost due to improper use of the portal.

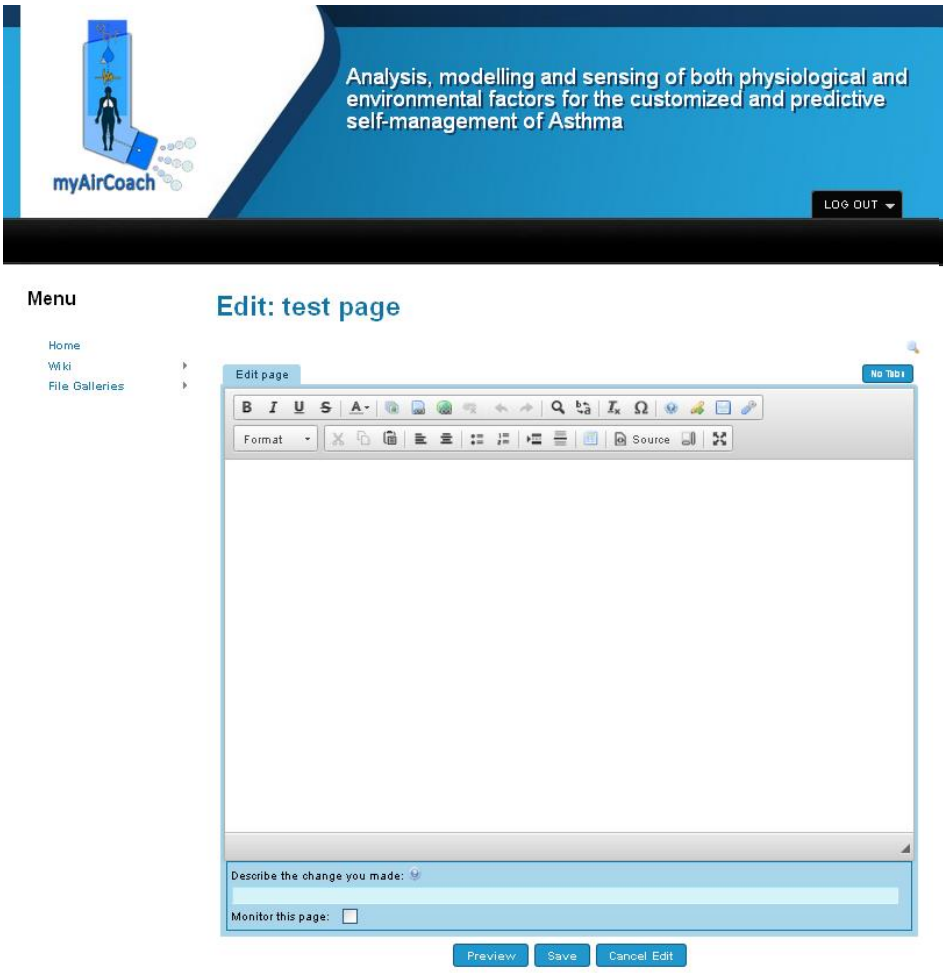


Figure 19: Wiki Page Creation Editor

3.3.2 File Galleries Management

The section of File Galleries is considered the main library of the Knowledge Portal domain, hosting the files and documents uploaded by the authorized members. This area will host physical, genetic and experimental data generated by the project with computational models and existing biomedical knowledge along with all the updated documents and deliverables. The options provided by the File Gallery menu include:

a) List Galleries: In this area all the users can access the uploaded files and apply a set of actions such as monitoring, upload, assign permissions, duplicate or delete a gallery. Each listed gallery may contain and deliver to the users numerous file formats (e.g. PDF files, MS word documents, images etc.). The actions that can be performed over each file are illustrated in a depictive manner, through Figure 21.

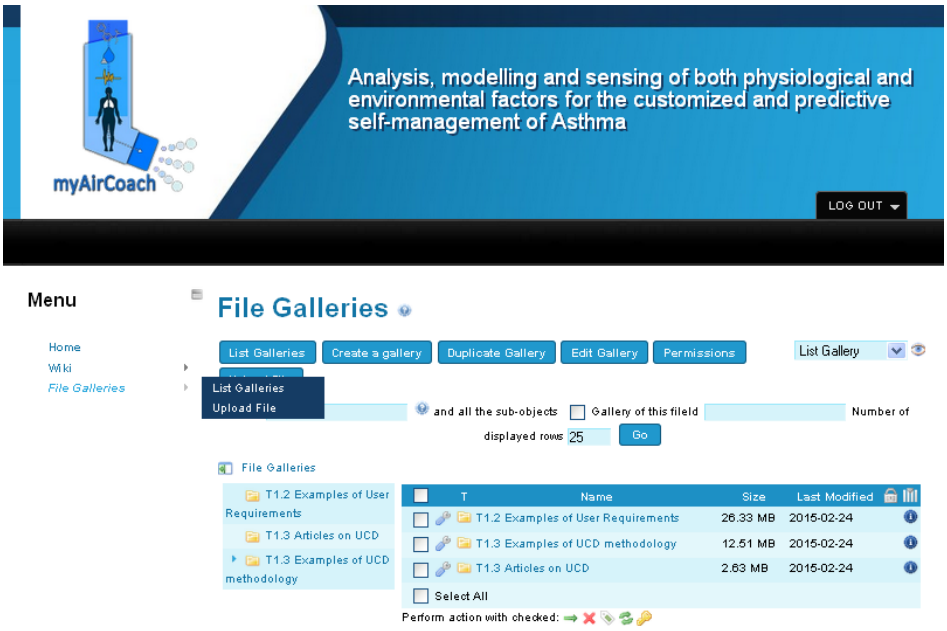


Figure 20: "File Galleries" section in the File Galleries Page

Figure 21: Gallery Example demonstration

3.3.3 Private Calendar of the myAirCoach project

In order to allow the overall supervision of the myAirCoach and also so as to facilitate the scheduling of consortium meetings, teleconferences and scheduling of activities, a private calendar was created in the wiki of the project for all members to use (Figure 22). All users can add events to the calendar together with a short description and a link to the respective wiki page when exists (Figure 23).

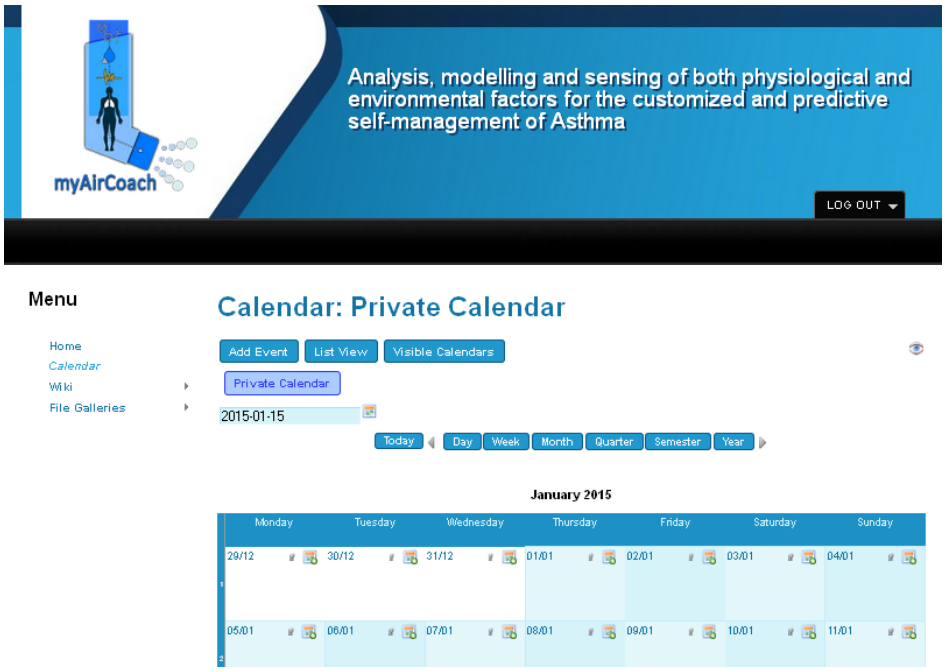


Figure 22: Private Calendar of the myAirCoach project

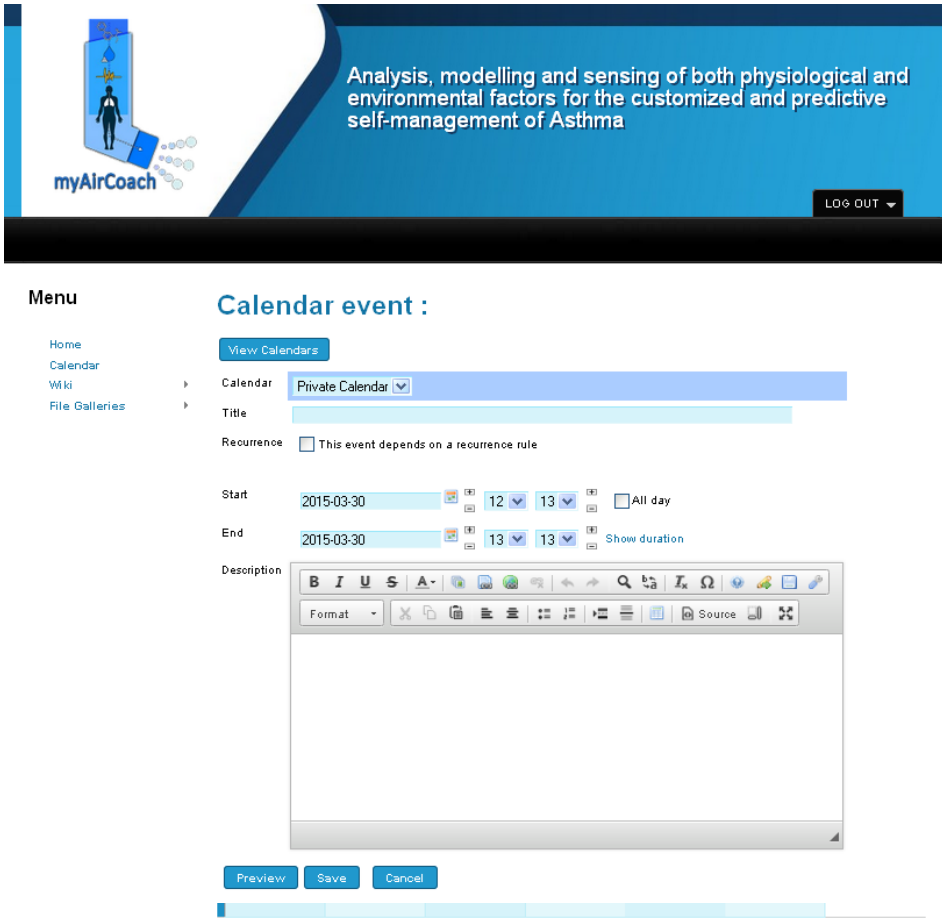


Figure 23: Wiki interface for the addition of a calendar event

4 myAirCoach presence in Social Media

Nowadays online social media have become a crucial part of social networking and content sharing. In this direction the presence of the myAirCoach project in all the popular social media promises the efficient dissemination of the project's results to all the targeted user groups and stakeholders. Furthermore, the continuous interaction with other research or commercial organisations through these communication networks is expected to initiate useful discussions for the cooperation of myAirCoach project with other projects in Europe and also worldwide. Based on all the above the presence of the myAirCoach project on all major social networks and content platforms such as Facebook, Twitter, LinkedIn, YouTube, has been initiated from the early phases of the project. A short overview of the main social media channels is presented below

Finally, it should be noted that the official web site is considered the main dissemination channel for the project, but important project related news will be also made available through the myAirCoach online social media so as to reach the widest possible audience.

4.1 myAirCoach on LinkedIn

myAirCoach LinkedIn Group link
https://www.linkedin.com/groups/myAirCoach-project-8246844

LinkedIn is widely recognised as one of the most popular platforms for the communication and interaction with a broader professional community. The myAirCoach project needs to be visible in LinkedIn and communicate with professionals and researchers in scientific and technical regions of interest in order to identify possible collaborators. Towards this direction, a group has been created on LinkedIn, aiming to disseminate project results and additional content to scientific target groups and online communities, researchers, etc. that constitute some of the major project target groups.

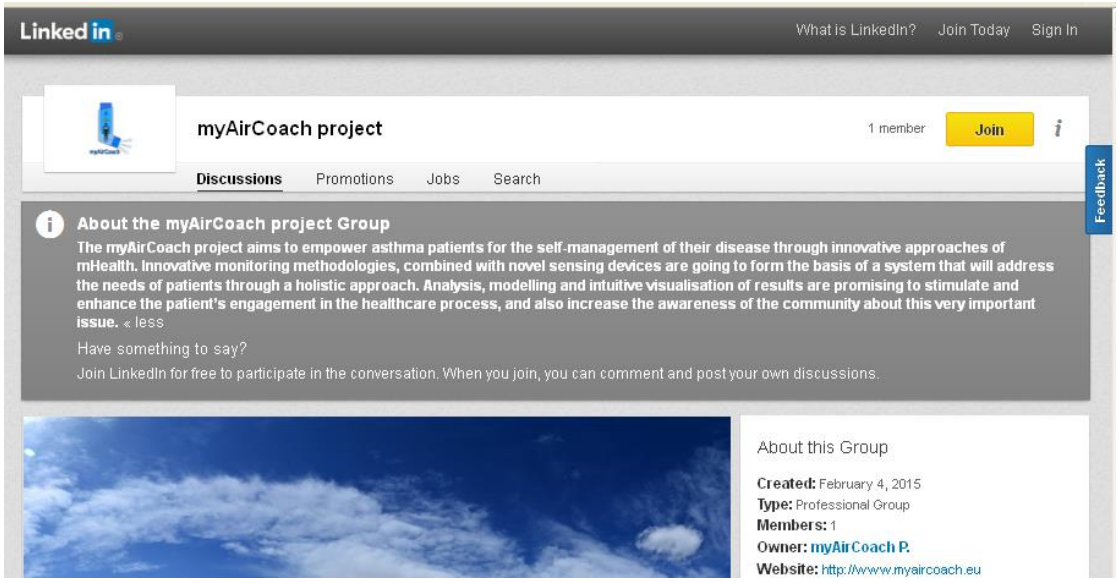


Figure 24: LinkedIn group of the myAirCoach Project

4.2 myAirCoach on Twitter

myAirCoach Twitter account link
http://twitter.com/myAirCoach

Twitter is an important means of communication in modern society offering the possibility to gather the publications from a variety of users or organisations and publish news and events. The myAirCoach consortium puts great value on these functionalities and for this reason a Twitter account was created for the myAirCoach project and is expected to reach the full spectrum of stakeholders targeted by myAirCoach (patients, families, doctors, researches, policy makers). Since Twitter allows for the provision of short and easy to understand messages (micro-blogging) to the followers of the project, dedicated project tweets will be referred to the project news and content along with a live information feed from the project's meetings and organized events. Moreover, through Twitter, myAirCoach findings will be presented to policy-makers in a direct way. Figure 25 presents an indicative image of the Twitter presence of myAirCoach with tweets related to innovation in healthcare and interesting facts related to asthma. Furthermore, Figure 26 presents an indicative subsection of the Twitter accounts followed by myAirCoach, with EU_eHealth being the first connection, followed by asthma organisations, related projects, technology and clinical research organisations and finally EU institutions related to the project.

Figure 25: Indicative example of twitter posts by the myAirCoach project

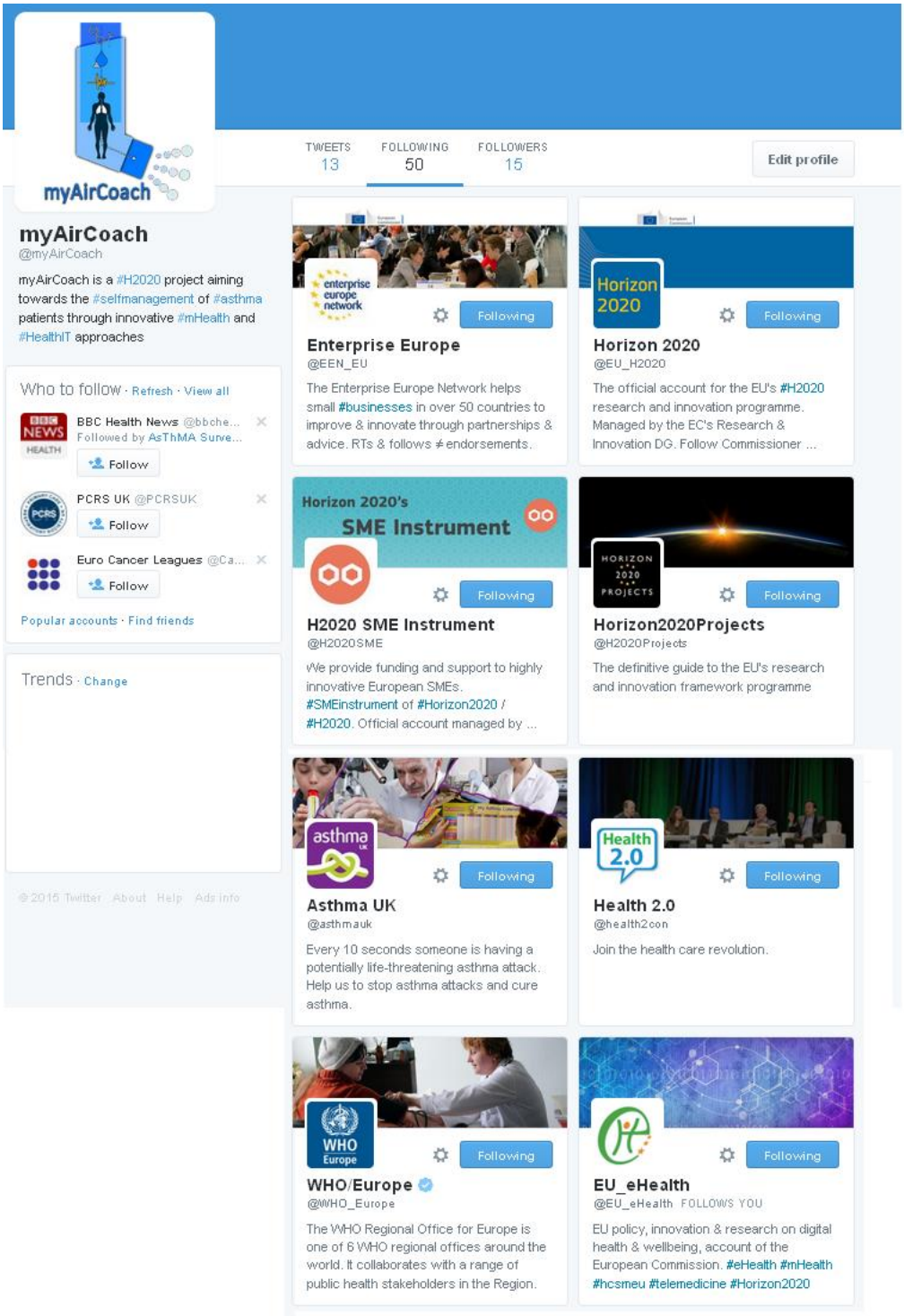


Figure 26: Subsection of the Twitter accounts followed by the myAirCoach project

4.3 myAirCoach on Facebook

myAirCoach Facebook account link
http://www.facebook.com/pages/Myaircoach-project/1026056347408516

Facebook is maybe the most influential social network and therefore it is of great importance for myAirCoach to maintain a Facebook page, where project news and events can be uploaded. The myAirCoach Facebook page was created as an interactive discussion space that will concentrate on topics relevant to recent project advancements and how they influence the life of patients and their families. The myAirCoach Facebook group will continuously engage the European Community (i.e. Public Health community, general public, people with asthma and consortium partners) during the entire project duration, in order to raise project awareness in a friendly and attractive manner to increase interest and expectations about the project outcomes.

The following figure presents the first post of myAirCoach describing the kickoff meeting in Thessaloniki and linking the content to the project's official webpage.

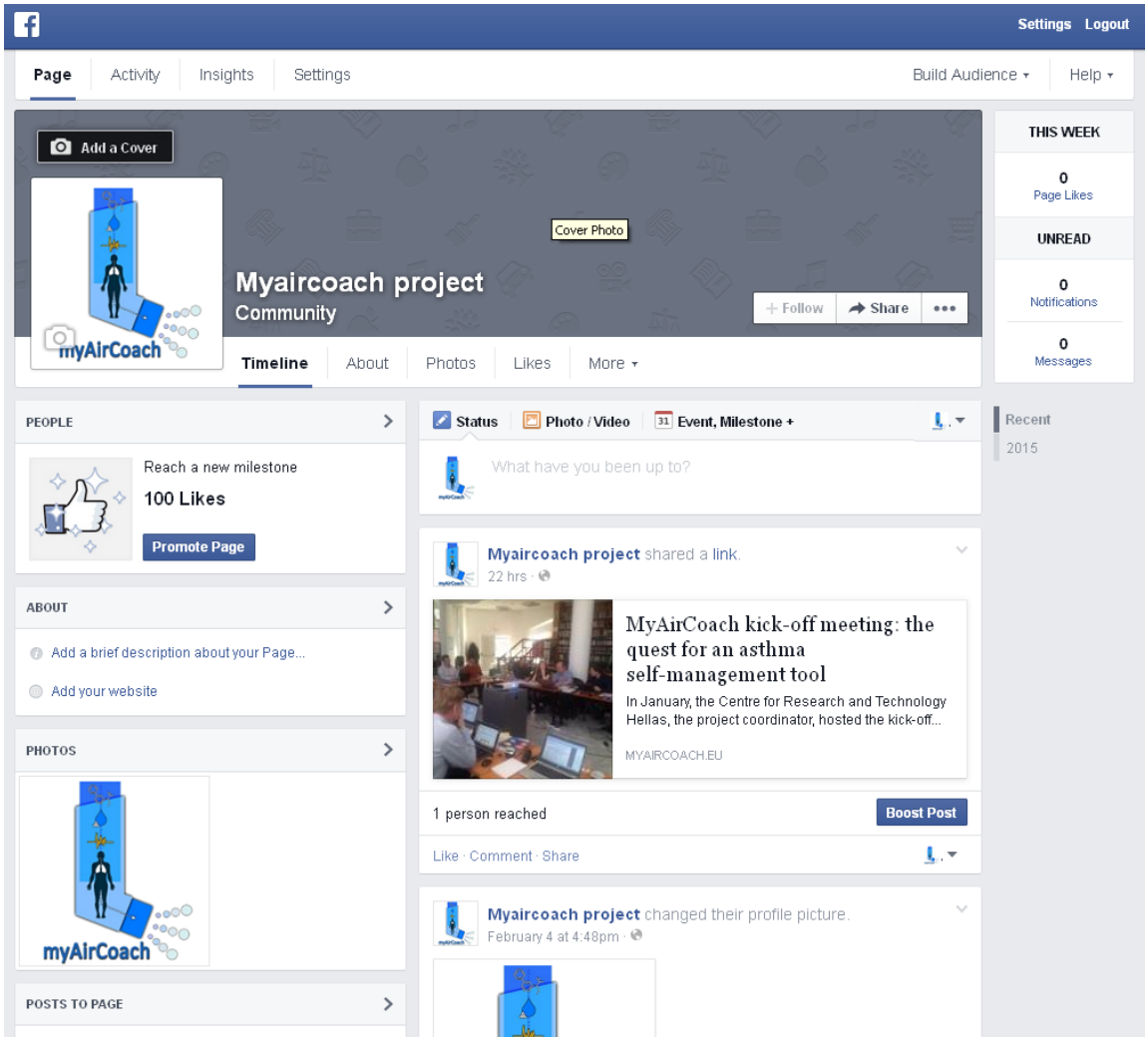


Figure 27:First publication on the myAirCoach Facebook official page

4.4 myAirCoach on Google +

myAirCoach google+ account link
https://plus.google.com/106731121506259163257/posts

Google+ is another very popular network of online social interactions which is utilised for the dissemination purposes of the myAirCoach project and mainly for the continuous connection with asthma patients and their families. The following figure presents the profile of the project with the first publication regarding the kickoff meeting of myAirCoach in Thessaloniki.

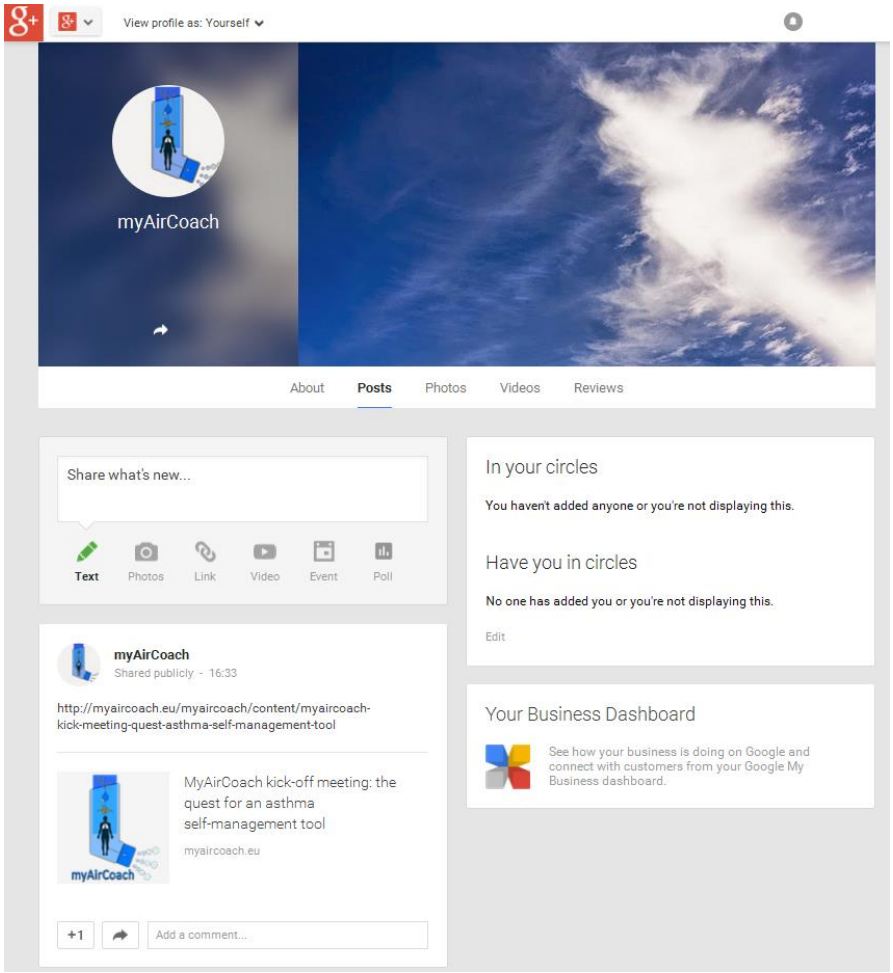


Figure 28: First publication on the myAirCoach Google + official profile

4.5 myAirCoach on YouTube

myAirCoach youtube account link
https://www.youtube.com/channel/UCLoXfTn1cl_UpcPpwGd0TAg

YouTube is the multimedia crossroad of modern society, concentrating an extraordinary number of videos related to asthma. Short video clips have the potential to explain in an accessible way how m-health technologies work and what are the benefits for patients. In order to utilise all this material and filter the required information that is considered necessary for the purposes of the project a YouTube account was assigned to the myAirCoach project. The presence of myAirCoach on YouTube is aiming to help both patients of asthma, but also to create an online multimedia library that will gather useful material for researchers in the domain of technology with limited medical experience. The following figures summarise two indicative playlists created for the easy assessment by the partners of the consortium and the presentation of basic clinical information about asthma to the partners with technical background and experience. The first playlist focuses on the use of inhalers and underlines the differences between pressurised Metered Dose Inhalers (pMDI) and Dry Powder Inhalers (DPI). The second playlist is an informative introduction to asthma disease by the Children's Hospital of Philadelphia.

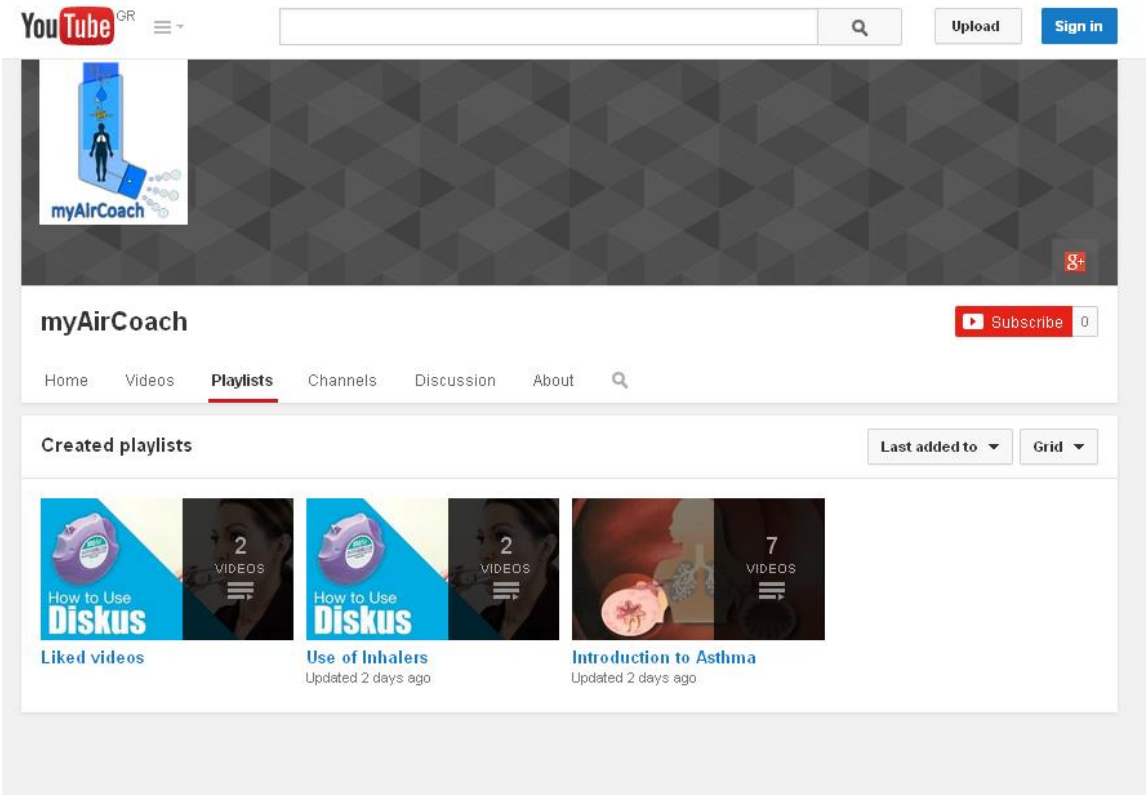


Figure 29: YouTube account of the myAirCoach project and indicative Playlists

5 myAirCoach presence on the European Commission Web Site

MyAirCoach has successfully published the first article in the newsroom of the European Commission, under the lead of partner EFA. The article is entitled "[myAirCoach: Asthma management and control from a mobile phone]".

Figure 30: First Publication of the myAirCoach Project on the Website of the European Commission

Appendix 1: Views of the myAirCoach web pages

Figure 31: Home page of the myAirCoach web site

Figure 32: Web page for the extended introduction to the myAirCoach project

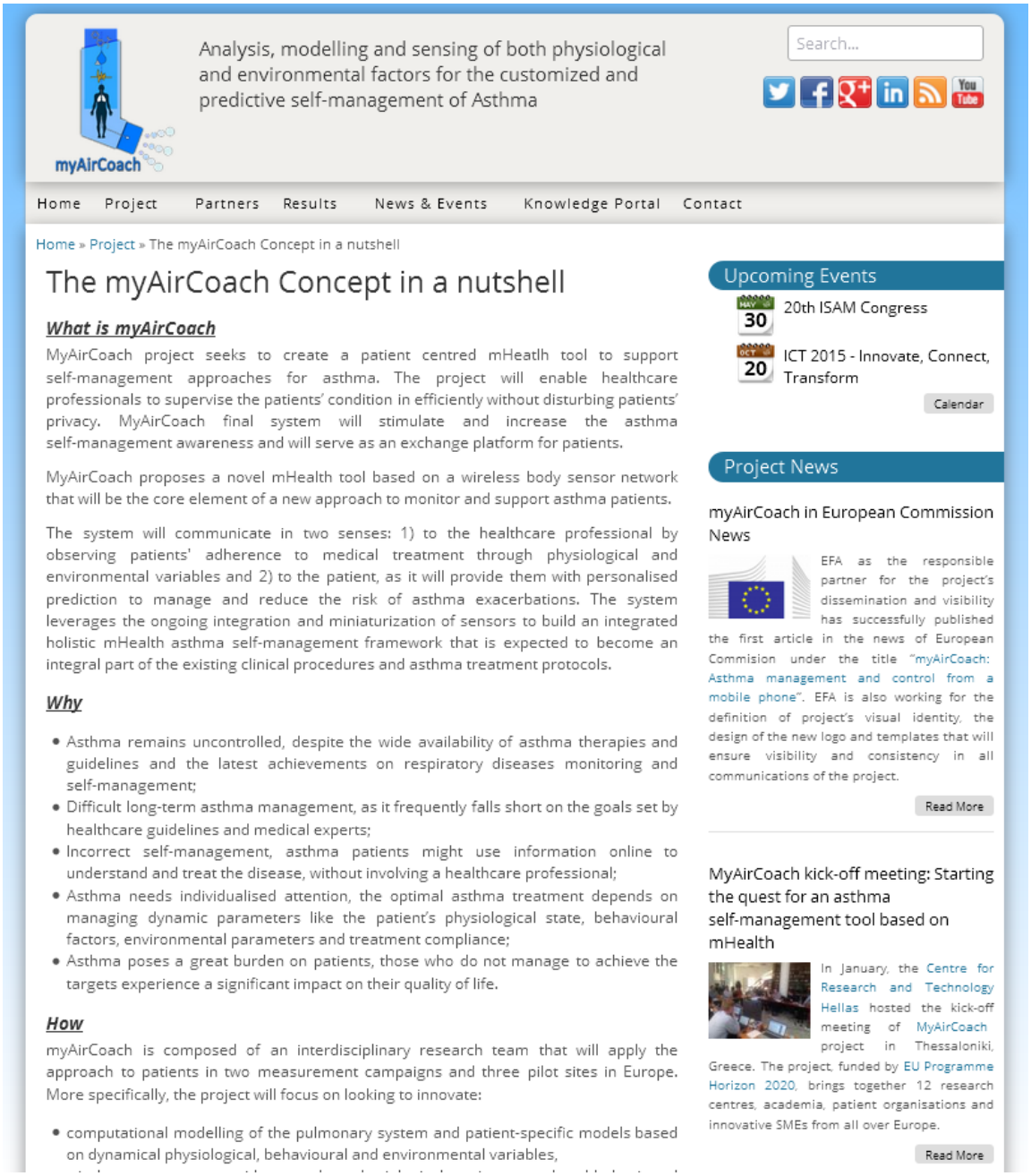


Figure 33: Webpage for the presentation of the project concept in a nutshell

Figure 34: Web page summarising the foreseen outcomes and ambition of the myAirCoach project

Figure 35: Web page listing the objective of the myAirCoach project

Figure 36: Web page containing the list of projects related to myAirCoach

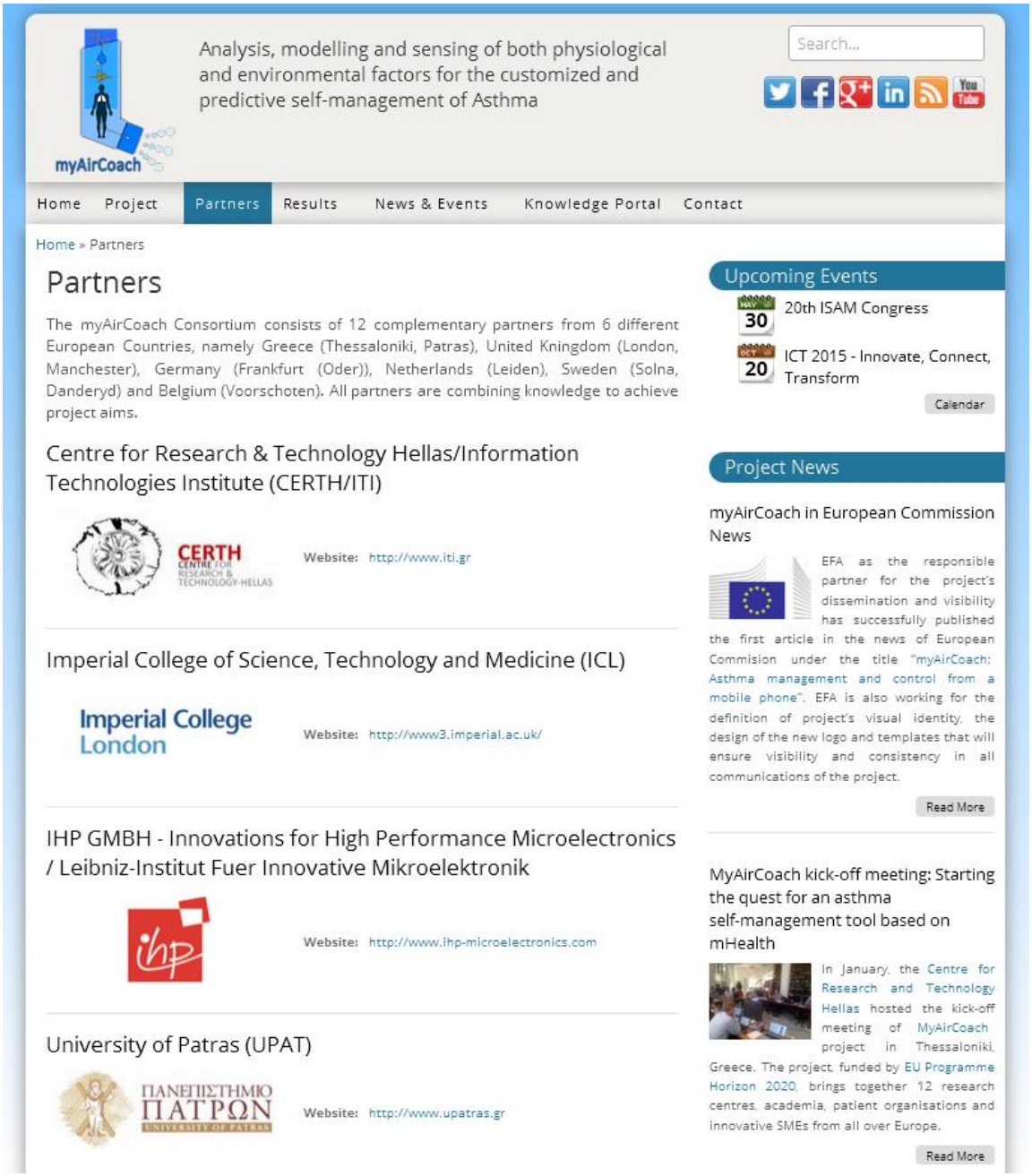


Figure 37: Web page presenting the consortium of the myAirCoach project

Figure 38: Web page listing the scientific publications based on the work of myAirCoach

Figure 39: Web page listing the public deliverables of myAirCoach and respective downloading links

Figure 40: Webpage listing the presentations of myAirCoach work and the respective downloading links

Figure 41: Web page for the list of dissemination material and downloading links

Figure 42: Web page listing the news related to the myAirCoach project

Figure 43: Web page listing the events related to the myAirCoach project

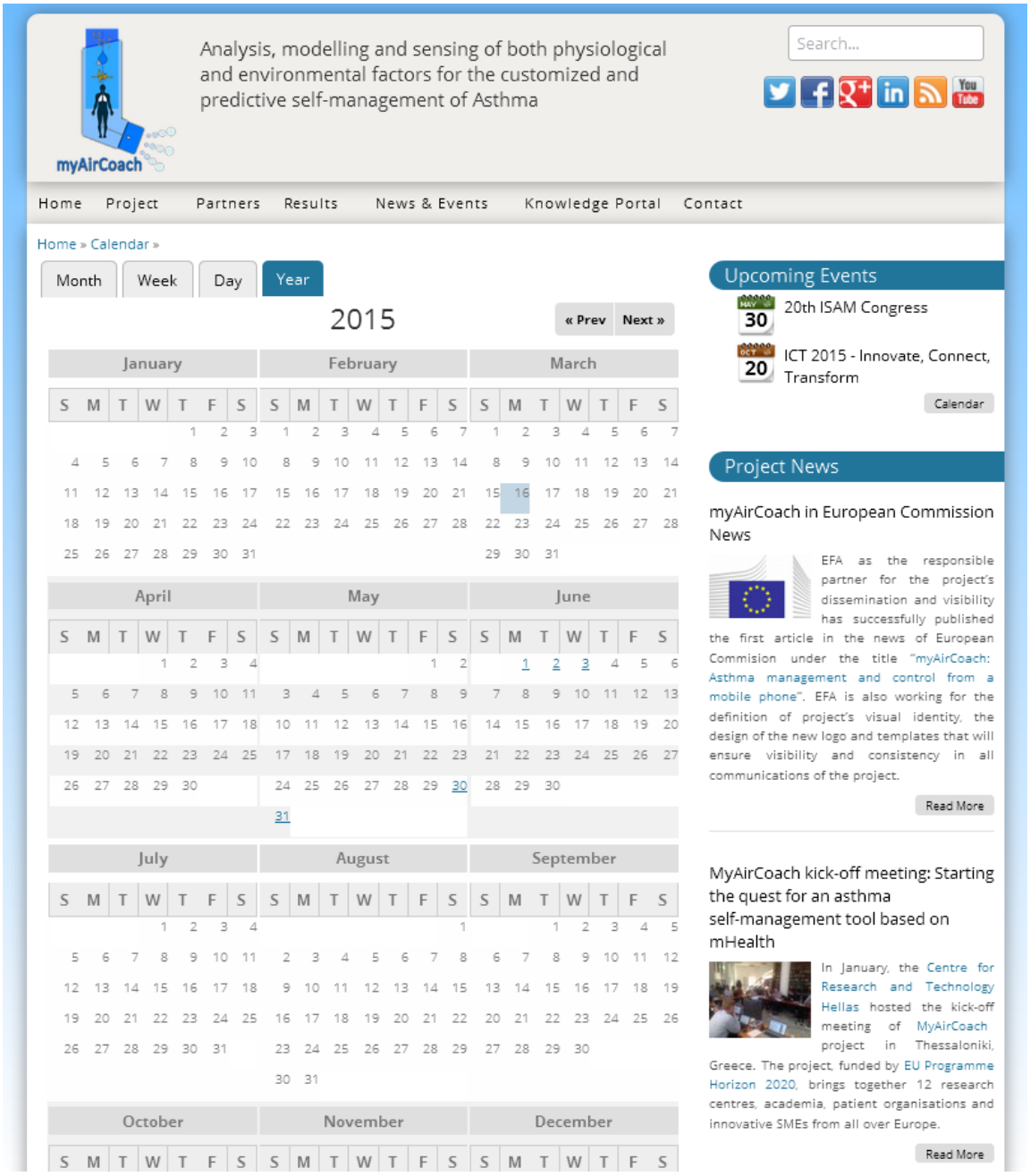


Figure 44: Web page presenting the events related to the myAirCoach project on a calendar

Figure 45: Web page listing the myAirCoach newsletters

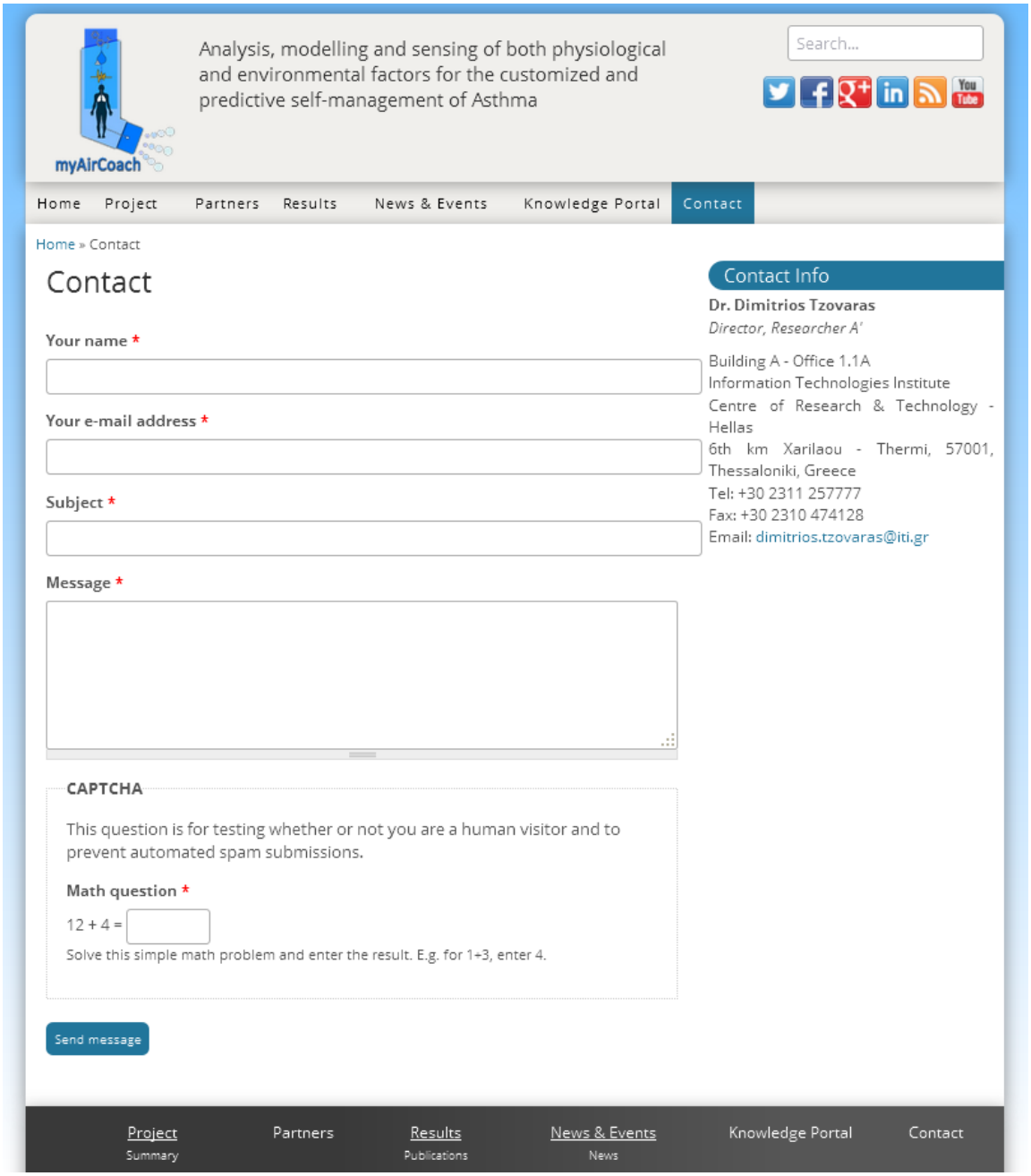


Figure 46: Web page for the communication with the project consortium

Figure 47: Web page for the members' login

Figure 48: Website administration home page

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