



establishing Community Renewable Energy Webs - Rolling out a business model and operational tool creating webs of households that jointly manage energy to improve efficiency and renewables uptake

Contract No. 890362

Deliverable 6.7: Website and social media accounts



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Executive Summary

The aim of "Website and Social Media accounts" for eCREW is to support the Communication, Dissemination and Exploitation actions and needs of the project activities, aiming to address people and related market in a flexible and friendly way, not the typical project – execution one.

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1 Introduction

This document contains website and social media accounts names and way of operating for eCREW project. It is requested all partners to read and follow the general line of feedback, to keep project news rolling smoothly.

As project eCREW is a continuation of work produced in the frame of H2020 PEAKapp EU – Personal Energy Administration Kiosk App project, in order to keep contact and inform the already involved audience, eCREW social media accounts will use the already existing ones of PEAKapp, by changing title, logo and contact info.

Additionally, it will be advised to all partners to use *specific hashtags* on their social media posts, making it easier to find posts related to the project, than just via the project social media accounts (more details on DEC Plan).

2 Website

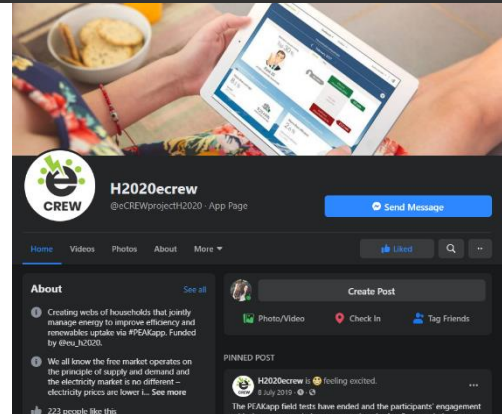
Project website address: www.ecrew-project.eu

Currently is getting finalized and will be online in September 2020.

3 Social media accounts

3.1 Facebook

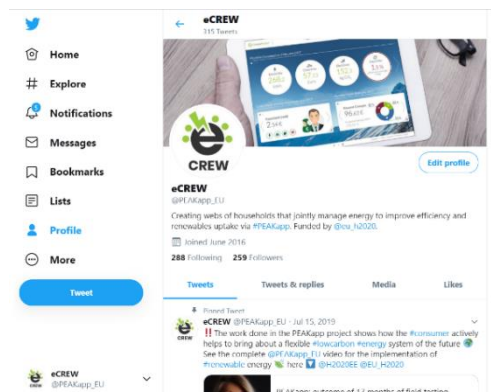
PEAKapp Facebook account was used, renamed and edited to present eCREW project, while keeping the already built audience of 223 users.



3.2 Twitter

https://twitter.com/PEAKapp_EU

PEAKapp twitter account was used, renamed and edited to present eCREW project, while keeping already interacting audience of 259 followers.



3.3 Instagram

<https://www.instagram.com/ecrewproject/>

PEAKapp had no Instagram page, however it was discussed and agreed during project meeting, that these days, some parts of the society in different countries, can be easily reached via this App.



Hence, a new Instagram eCREW profile has been created and will be fed with partners photos, households involved photos, sharing and reposting related information and pictures, all following the GDPR.

3.4 LinkedIn

<https://www.linkedin.com/in/ecrew-project-9533301b6/>

Same as in Instagram, addressing different audience but for similar reasons of further promotion of the ideas, the PEAKapp use and good examples via the eCREW progress, the LinkedIn account was created, ready to get... linked with everyone interested!

