Polifonia

Polifonia: a digital harmoniser for musical heritage knowledge, H2020

[D6.6: Web presence and Polifonia image]

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Project information

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Project Duration: 40 months

Project website: http://www.polifonia-project.eu

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POLIFONIA consortium

No.	Short name	Institution name	Country
1	UNIBO	ALMA MATER STUDIORUM - UNIVERSITÀ DI BOLOGNA	Italy
2	OU	THE OPEN UNIVERSITY	United Kingdom
3	KCL	KING'S COLLEGE LONDON	United Kingdom
4	NUI GALWAY	NATIONAL UNIVERSITY OF IRELAND GALWAY	Ireland
5	MiC	MINISTERO DELLA CULTURA	Italy
6	CNRS	CENTRE NATIONAL DE LA RECHERCHE SCIENTIFIQUE CNRS	France
	SORBONNE	SORBONNE UNIVERSITE (LinkedTP)	France
7	CNAM	CONSERVATOIRE NATIONAL DES ARTS ET METIERS	France
8	NISV	STICHTING NEDERLANDS INSTITUUT VOORBEELD EN GELUID	Netherlands
9	KNAW	KONINKLIJKE NEDERLANDSE AKADEMIE VAN WETENSCHAPPEN	Netherlands
10	DP	DIGITAL PATHS SRL	Italy

Project Summary

European musical heritage is a dynamic historical flow of experiences, leaving heterogeneous traces that are difficult to capture, connect, access, interpret, and valorise. Computing technologies have the potential to shed a light on this wealth of resources by extracting, materialising and linking new knowledge from heterogeneous sources, hence revealing facts and experiences from hidden voices of the past. Polifonia makes this happen by building novel ways of inspecting, representing, and interacting with digital content. Memory institutions, scholars, and citizens will be able to navigate, explore, and discover multiple perspectives and stories about European Musical Heritage.

Polifonia focuses on European Musical Heritage, intended as musical contents and artefacts - or music objects - (tunes, scores, melodies, notations, etc.) along with relevant knowledge about them such as: their links to tangible objects (theatres, conservatoires, churches, etc.), their cultural and historical contexts, opinions and stories told by people having diverse social and artistic roles (scholars, writers, students, intellectuals, musicians, politicians, journalists, etc), and facts expressed in different styles and disciplines (memoire, reportage, news, biographies, reviews), different languages (English, Italian, French, Spanish, and German), and across centuries.

The overall goal of the project is to realise an ecosystem of computational methods and tools supporting discovery, extraction, encoding, interlinking, classification, exploration of, and access to, musical heritage knowledge on the Web. An equally important objective is to demonstrate that these tools improve the state of the art of Social Science and Humanities (SSH) methodologies. Hence their development is guided by, and continuously intertwined with, experiments and validations performed in real-world settings, identified by musical heritage stakeholders (both belonging to the Consortium and external supporters) such as cultural institutes and collection owners, historians of music, anthropologists and ethnomusicologists, linguists, etc.

Executive summary

This report is about the communication launch of the Polifonia project. The first section explains the concept behind the visual identity of the project; in the following sections we describe the implemented communication plan, including the website and the press release activities.

Document History

Version	Release date	Summary of changes	Author(s) -Institution
V0.1	17/03/2021	First draft released	Antonio Puglisi, Letizia Scalise, Danilo Di Capua (DP) Yasemin Bagci (NISV)
V0.2	24/03/2021	Internal review	Sebastiaan Fluitsma (KNAW), Roberta Cristallo (MiBACT)
V0.2	25/03/2021	Second draft with some corrections and updates	Antonio Puglisi, Letizia Scalise (DP)
V0.3	29/03/2021	Minor editing	UNIBO
V1.0	30/03/2021	Final version submitted to REA	UNIBO

Table of contents

Logo and Visual Identity

Introduction

The visual identity of the project is based on a concept developed by Digital Path's graphic designers. It is composed by a logo and a set of icons, which characterise all Polifonia communication material, including the website graphics. A video illustrating the conceptual definition of the Polifonia visual identity is available at [1]

Logo

The logo is created around the concept of 'meeting of soundwaves;' it has a strong character, such as the name "Polifonia". Both evoke the concept of sound, and for audiences acquainted with the terminology: music.
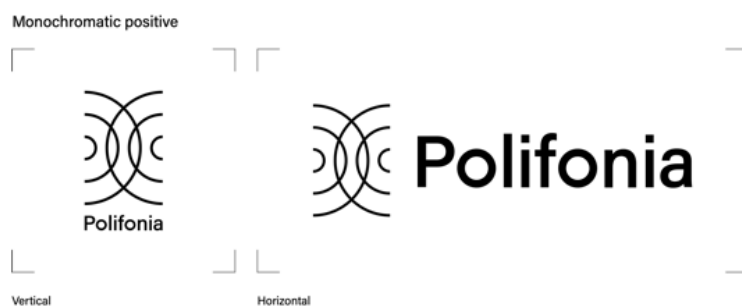
Strategic kick off for the logo ideation

Poli, from Ancient Greek πολύς (polús, "many, much"), and from ancient Greek phōnía (phōnḗ "voice"). Many sounds, many voices that interact and blend in a single sound, greater and fuller than the sum of its parts.

Visual execution

The logo is a visual translation of the overlapping and interfering of different sound waves that merge in a single, collective waveform. The colours underline the multi-cultural, trans-national nature of the project. The result is a series of different waves that coalesce in a single visual sound. In its black and white form, the logo also reminds of the visual display of the doppler effect, radio/satellite waves and ripples in a pond, which are all fine associations.

In its full colour form, the colourisation of the waves certainly makes the logo more vibrant, and much better suited for animation e.g., on the website, where they can be displayed in large. In smaller formats and especially on a black background, the coloured rings can create a bit of a 'mesh,' losing their recognisability as soundwaves.

Monochromatic positive

Vertical   Horizontal

Monochromatic negative

Vertical   Horizontal

> logo: black & white

Full colors positive

Vertical   Horizontal

Full colors negative

Vertical   Horizontal
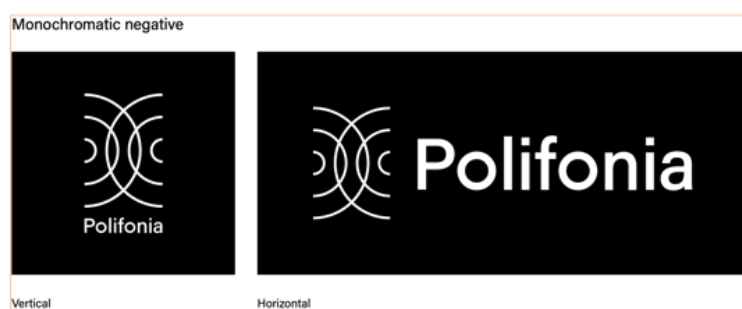
> logo: color

Visual identity: assets and materials.

The visual identity and all the related icons are created as an evolution of the "interference pattern" that results using lines overlapping in different shapes and colours. The icons are created using multiple lines that show the shapes by interfering (or not interfering) with one another, the use of solid colours and coloured lines provide for a vast range of utilisation and possible moods. As in the logo, the visual identity is a merging of different shapes into a fuller, complete picture. Each pilot is identified by an icon (Fig. > icon system).

The visual identity is based on a set of systems shown below.

> colours system

> icons system
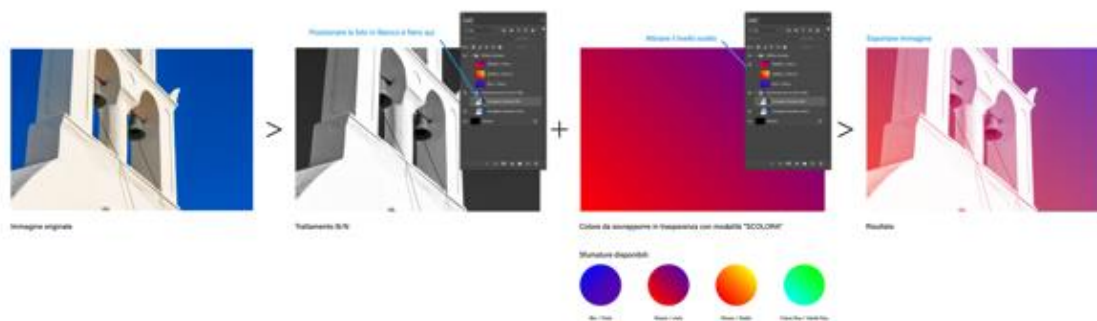
> system images

Official website

Introduction

This deliverable describes the establishment of the Polifonia's website - https://polifonia-project.eu - which is implemented as the main communication tool and source of information. The purpose of this website is to share the public information regarding the project with all the stakeholders and interested audiences across Europe.

The website provides updates about the project progress, events, results and pilots. The Polionia's website is the main channel for dissemination of project reports and outcomes, and links to a range of communication tools (i.e., Twitter, LinkedIn, GutHub), to achieve the aims of the communication, dissemination, and impact strategy.

The website was released on January 9th, 2021.

Domain

The website's domain is: https://polifonia-project.eu. There are 3 email addresses related to the domain: press@polifonia-project.eu, social@polifonia-project.eu, info@polifonia-project.eu

Website data and privacy

The website statistics are collected through Google Analytics®. Visitors, subscribers, and clicks will be monitored during the project's lifetime. We monitor the following data:

1. Visitors count;
2. Average visiting time;
3. Language and location of visitors;
4. Top pages views.

Google Analytics gives us the ability to track the visitor interactions by using first-party cookies that can record information about the time and the page a User has seen, for example the URL of the page, and "remember" what a User has done on previous pages or any interactions with the website.

Google Analytics does not collect any personal information about the website users; it reports website trends without identifying individual visitors. The Polifonia consortium shall not use and shall not allow any third party to use this website to record, collect or upload any data that identify an individual (such as for example name, email address, IP address, billing information) or any other data that can be reasonably linked to such information by Google. More detailed information is provided in the Privacy Policy section: https://polifonia-project.eu/cookie-policy/

Polifonia   🔍 ☰

Cookie Policy

This document informs Users about the technologies that help this Application to achieve the purposes described below. Such technologies allow the Owner to access and store information (for example by using a Cookie) or use resources (for example by running a script) on a User's device as they interact with this Application.

For simplicity, all such technologies are defined as "Trackers" within this document – unless there is a reason to differentiate.
For example, while Cookies can be used on both web and mobile browsers, it would be inaccurate to talk about Cookies in the context of mobile apps as they are a browser-based Tracker. For this reason, within this document, the term Cookies is only used where it is specifically meant to indicate that particular type of Tracker.

Some of the purposes for which Trackers are used may also require the User's consent. Whenever consent is given, it can be freely withdrawn at any time following the instructions provided in this document.

This Application uses Trackers managed directly by the Owner (so-called "first-party" Trackers) and Trackers that enable services provided by a third-party (so-called "third-party" Trackers). Unless otherwise specified within this document, third-party providers may access the Trackers managed by them.
The validity and expiration periods of Cookies and other similar Trackers may vary depending on the lifetime set by the Owner or the relevant provider. Some of them expire upon termination of the User's browsing session.
In addition to what's specified in the descriptions within each of the categories below, Users may find more precise and updated information regarding lifetime specification as well as any other relevant information – such as the presence of other Trackers – in the linked privacy policies of the respective third-party providers or by contacting the Owner.

Search engine optimisation

As one of the website's main objectives is to update stakeholders and generic audiences about project results and progress - it is important that the website can be found in the top search results of search engines (such as Google or Bing). To make sure the website appears on the top for relevant search queries, the following efforts have been made and shall be maintained in the future:

1. Cms: The website is based on the WordPress content management system (CMS). The Yoast SEO WordPress plugin automatically performs search engine optimizations (SEO), which helps us to ensure good SEO ranking through feedback and relevant adjustments;
2. Backlinking: To be ranked higher (to appear in the top search results), websites need a backlink profile. This means that Polifonia website should be linked from (relevant) websites, i.e., websites of the partners, industry relevant sites, online magazines, etc.;
3. Content: Updating the website content allows search engines to see that this website contains relevant content that is maintained and updated. For this reason, Polifonia's website has a news section that highlights relevant project results, industry news, and notifications of upcoming events and conferences. Consortium partners are engaged to provide updated content on a regular basis;
4. Keywords: To create content that increase the website ranking we selected several keywords to be used as hashtag, here a small selection: #Polifonia2020 #H2020 #Polifonia #Organs #Bells #Interlink #Facets #Tonalities #Tunes #MusicBo #Child #Meetups #Access #Music #DigitalCollection #Europe #Technology #artificialintelligence #deeplearning #Knowledgegragh #culturalheritage #ResearchProgram

Website structure

For the Polifonia's website we use a simple and effective structure to organize all the available content. It is important to organize the structure neatly, to make sure that our visitor and Google (for seo indexing) will be able to find what they are looking for. At the moment, the website has 6 pages, but the website's structure will grow following the evolution of the project and the increasing of produced content.
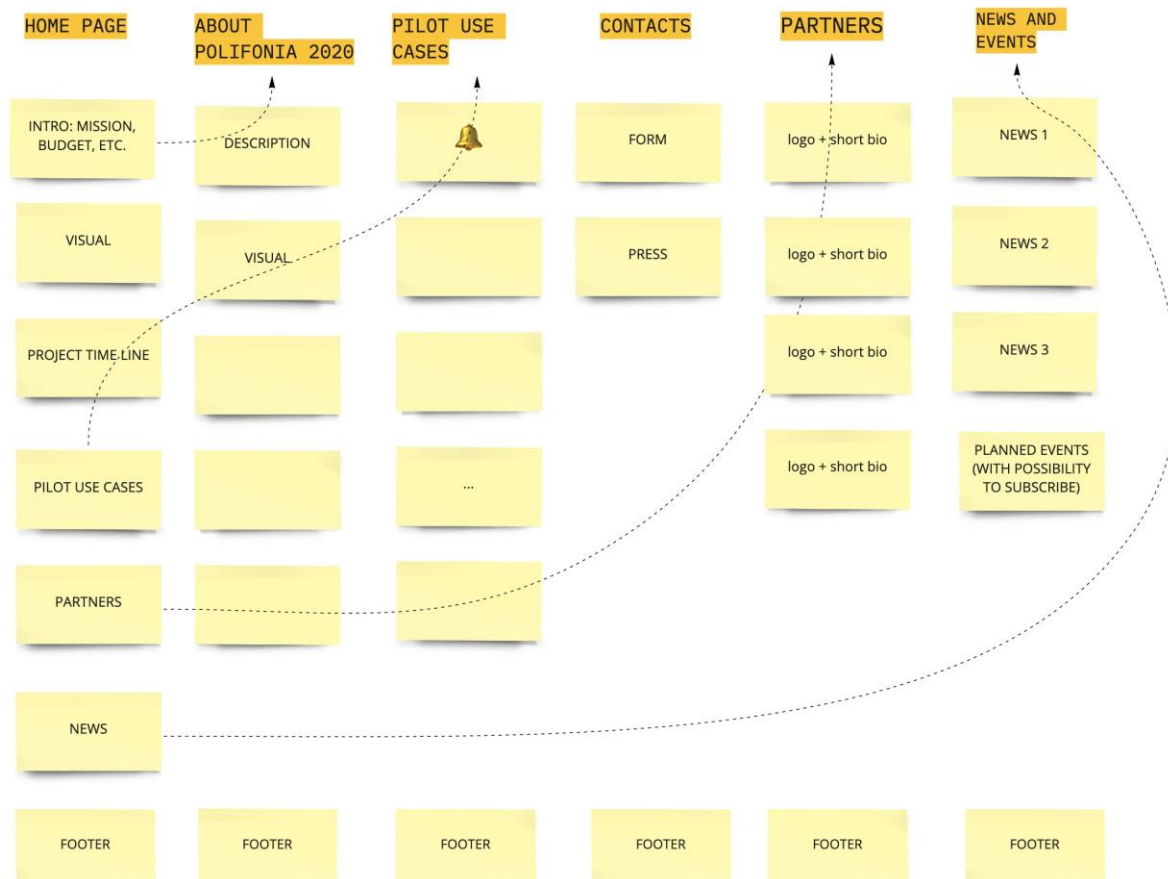
> website tree

Website content

The website is developed using the style and colours deriving from the visual identity presented before. All the contents are presented on posts and pages. The lay-out of the website is modern (including the retro-elements like the monochrome pictures) and sometimes even quite 'hard' colour wise, but this fits well with Polyfonia's goal to create state of the art, ultramodern AI tools.

Communication Plan

Introduction

European musical heritage is a dynamic historical flow of experiences, leaving heterogeneous traces that are difficult to capture, connect, access, interpret, and valorise. The communication is planned to expand the knowledge of the project and its visibility. The key concept is to share and spread news and information about Polifonia as widely as possible.

Goals and Objectives

The main goal is to extend the visibility of the project and its resonance. Creating an initial digital community is the first step to have an effective media coverage.

Target audiences

The main target audiences of Polifonia are:
- Memory institutions and providers of musical heritage resources;
- Scholars in the musical heritage domain;
- Maintainer of musical catalogues;
- Music producers and artists;
- Students and teachers;
- People passionate about music and citizens;
- Cultural & Creative industries.

This diversity of (potential) audiences, as is often the case with projects within the humanities, can create a dilemma, as the website visitors may come from academia, industry or other backgrounds and show a range of different expertise levels and types, expectations and needs, as well as different languages and cultures. The above issues should be reflected in both the structure and the content strategy of the website.

Strategy

The entire communication strategy of the Polifonia project is built on a collaborative and coordinated approach: the collaboration between the consortium partners and the Polifonia communication officer is fundamental. The Polifonia communication officer (Digital Path) oversees the implementation of all activities, and the communication/press offices of all partners support the strategy plan organization by translating/adapting and broadcasting the communication releases. In this way as a post is spread, it gains engagement step by step: from the Polifonia's community to the partners' one. The quality of the content is also a huge part of the strategy and it is crucial for increasing the visibility of the project.

The first actions taken concern:

- preparing the press release for the project's launch;
- setting the digital communication properties and KPIs.

Action plan

The action plan aims to spread the knowledge about the project. The website is the core of the plan to share the news related to Polifonia. As the news are published, the social media channels are used to share them: by doing these actions the traffic is directed on the website.

Another way to bring people on the Polifonia website is by sharing a monthly newsletter, with a direct link to the best news of the month.

The contents shared in the website and on the social media channels are the result of the collaboration between partners and the communication team. The Deliverable D6.1 will contain a more detailed plan, although in its first draft.

The plan is composed by the following activities:

- Defining a recognizable and curated brand identity;
- Writing a press release draft;
- Approving the press release;
- Setting of digital touchpoints: web site, social channels, newsletter;
- Writing an official one-pager;
- Creating a Polifonia portfolio of media contacts by collecting a list of categorised media;
- Collecting, in a shared document, accounts to be followed and other communication channels to be used as recipients of Polifonia posts/press releases.

Editorial Plan

The timeline implemented for the project launch is the following:

1. Settings phase
   - 30/12/2020
     - draft press release;
     - social channels setting;
     - creation of the MailChimp account and setting of the template
   - 07/01/2021
     - approval of the press release
     - listing of media partners
     - adding of the media contact list to the newsletter
2. Launching press phase (11/01/2021)
     - website launch;
     - first newsletter out;
     - first social post out;
3. Kick off of the project (14/01/2021)

The editorial plan is so structured: there are different types of news/post focusing on different types subjects. The most important type of subject is the project itself: a series of posts discuss and make the user explore the pilots of the project. The other two types of subjects refer to the progress of the project: interviews and announcements are posted as news on the website and reposted on the social media channels as links.

Partners can also submit other types of news: these are posted as articles on the website and then posted as social media posts. The calendar is structured so that there is at least one website article per week and an average of three posts per week.

Digital touchpoints

The ecosystem of the digital communication is composed by the following touchpoints:
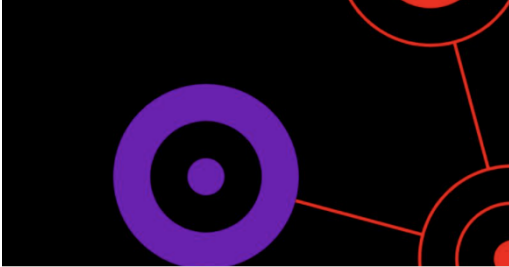
- Social media channels: Twitter and LinkedIn;
- Official website;
- Official newsletter;
- Mailinglist (for the internal communication);
- Analytic tools: Google Analytics and Google Alert.

Examples of social posts
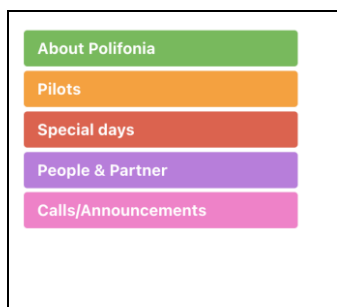
Twitter posts examples
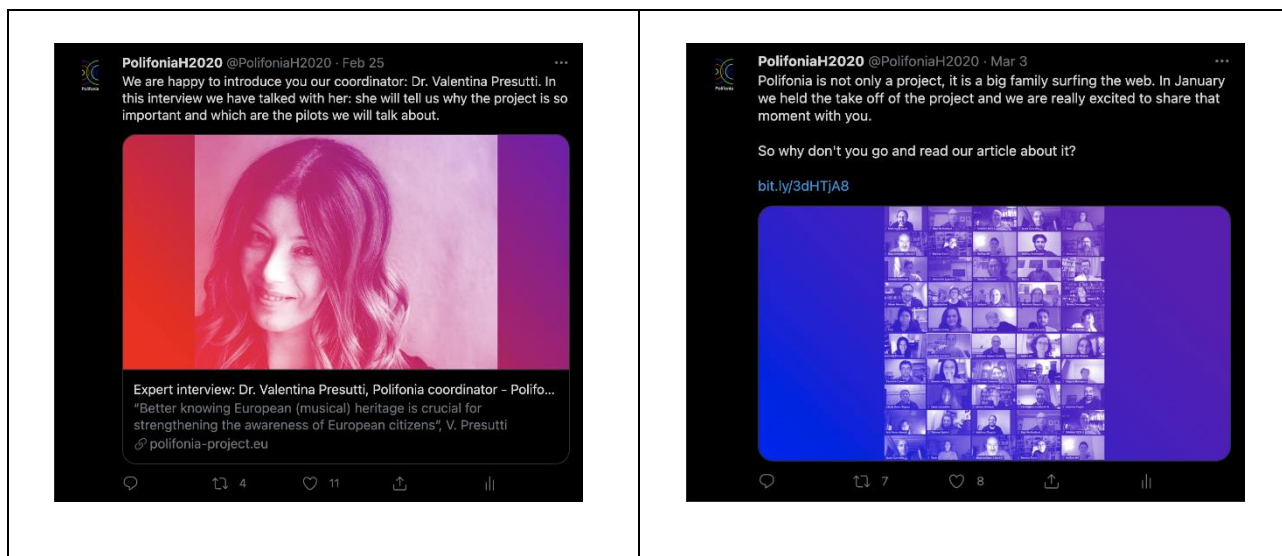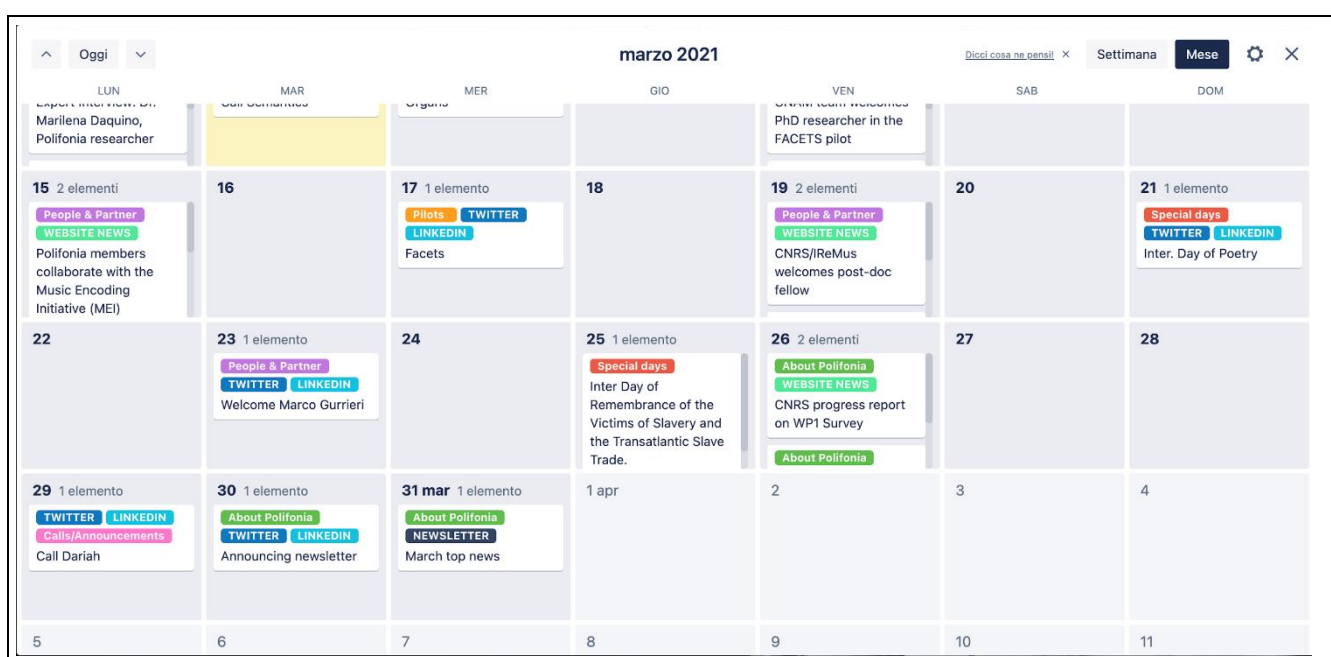

LinkedIn posts examples

Polifonia H2020
36 follower
1s · 🌐

Do you know what Polifonia is? Polifonia is a project funded by the EU Horizon 2020 Programme that will run from January 2021 until April 2024 to recreate the connections between music, people, places and events from the sixteenth century to the modern day.

Learn more about the project on our website: https://lnkd.in/ebTMg9W

Vedi traduzione

About - Polifonia
polifonia-project.eu · 1 min di lettura

👍 7

👍 Consiglia   💬 Commenta

Polifonia H2020
36 follower
23 ore · 🌐

We have talked with Marilena Daquino that has shared with us her story: an amazing woman that is developing the #PolifoniaH2020 website. Today is the #InternationalWomensDay and she has something to say about it! ...vedi altro

Vedi traduzione

Expert Interview: Dr. Marilena Daquino, Polifonia researcher - Polifonia
polifonia-project.eu · 2 min di lettura

👍 6

👍 Consiglia   💬 Commenta

Polifonia H2020
37 followers
2d · 🌐

Did you know that Polifonia members collaborate with the Music Encoding Initiative (MEI)?
Dr Albert Meroño Peñuela shares insights on first session with the ...see more

Polifonia 2020 - Polifonia members collaborate with the Music Encoding Initiative (MEI)
polifonia-project.eu · 1 min read

Polifonia H2020
37 followers
4d · 🌐

#CfP: There is a new #PhD Position at The Open University!
Open University invites applicants for a funded PhD research about "Knowledge Graphs for Cultural Heritage". ...see more

Polifonia 2020 - Open Call: PhD Position at Open University
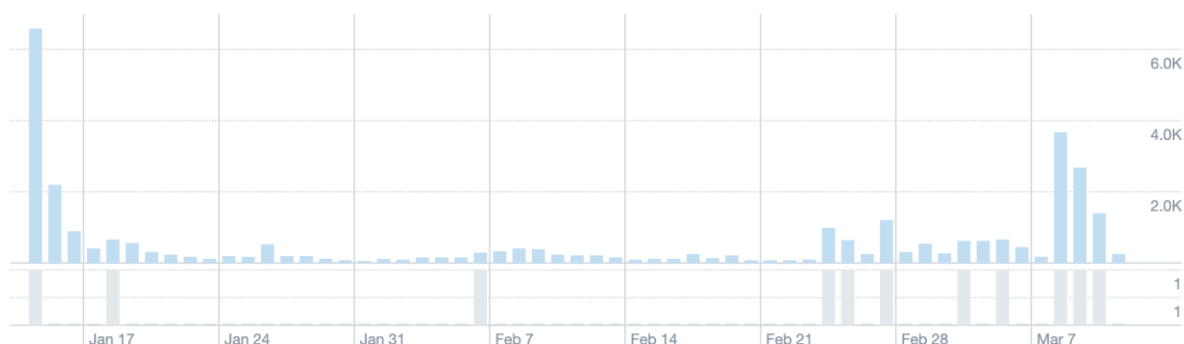polifonia-project.eu · 1 min read

18

Content type organization

Scheduling

Twitter Data Report

1. **Time frame analysed**: 14/01/2021 - 10/03/2021
2. **Number of Twitter Followers**: 120
3. **Number of published post**: 11
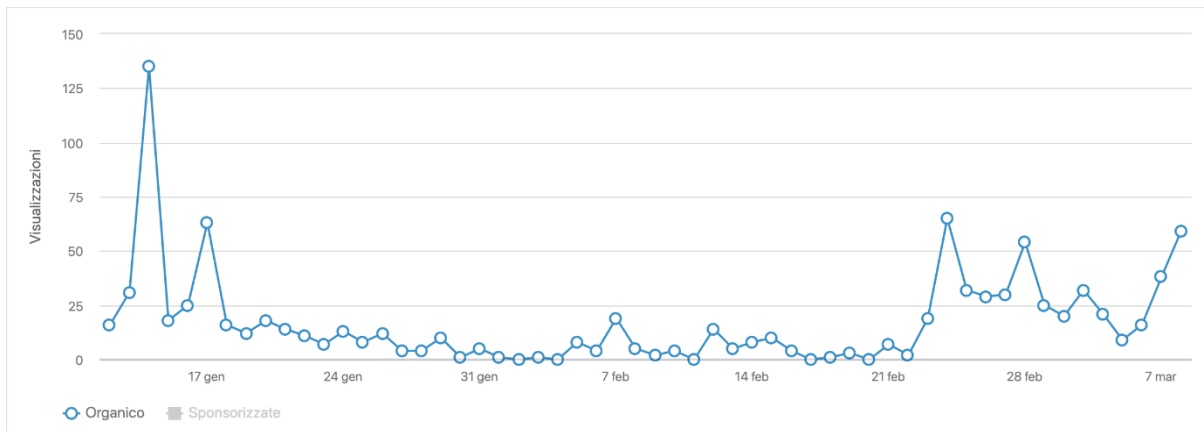4. **Number of impression**: 34.9K

Top Tweets

	Impressions	Engagements	Engagements Rate
PolifoniaH2020 @PolifoniaH2020 · Feb 24 Do you know what Polifonia is? Polifonia is a project funded by the EU Horizon 2020 Programme that will run from Jan 2021 until April 2024 to recreate the connections between music, people, places and events from the sixteenth century to the modern day. polifonia-project.eu/about/ View Tweet activity	1,967	337	17.1%
PolifoniaH2020 @PolifoniaH2020 · Jan 14 Here we are! The Polifonia Family #kickoff day1 #polifoniah2020 pic.twitter.com/OAVB0HidVE View Tweet activity	3,592	331	9.2%
PolifoniaH2020 @PolifoniaH2020 · Jan 18 "Polifonia: persone e musica si connettono" @qn_carlino ilrestodelcarlino.it/bologna/cronac… View Tweet activity	1,056	57	5.4%
PolifoniaH2020 @PolifoniaH2020 · Mar 3 Polifonia is not only a project, it is a big family surfing the web. In January we held the take off of the project and we are really excited to share that moment with you. So why don't you go and read our article about it? bit.ly/3dHTjA8 pic.twitter.com/w4h7bBkLxL View Tweet activity	1,131	55	4.9%
PolifoniaH2020 @PolifoniaH2020 · Feb 25 We are happy to introduce you our coordinator: Dr. Valentina Presutti. In this interview we have talked with her: she will tell us why the project is so important and which are the pilots we will talk about. bit.ly/3pR9aPd View Tweet activity	708	33	4.7%

LinkedIn Data Report

1. **Time frame analysed**: 14/01/2021 - 10/03/2021
2. **Number of LinkedIn Followers:** 36
3. **Number of published post:** 11
4. **Number of post views:** 1.007

Top Posts

Insights:

- Decrease of the engagement rate in the low frequency posts' periods.
- The best posts on LinkedIn are the ones about people (interviews), this is due to the fact that people are interested in knowing more about who is behind the project.

Google Analytics Report

Sorgente/mezzo sessione	↓Utenti	Sessioni	Sessioni con coinvolgimento	Durata media del coinvolgimento per sessione	Sessioni con coinvolgimento per utente	Eventi per sessione	Tasso di coinvolgimento	Conteggio eventi Tutti gli eventi	Conversioni Tutti gli eventi	Entrate totali
Totali	848 100% del totale	1.513 100% del totale	698 100% del totale	0 m 52 s Uguale alla media	0,823 Uguale alla media	7,403 Uguale alla media	46,13% Uguale alla media	11.201 100% del totale	0	0,00 €
1 (direct) / (none)	260	359	202	0 m 50 s	0,777	6,78	56,27%	2.434	0	0,00 €
2 (not set) / (not set)	225	365	0	1 m 03 s	0	8,268	0%	3.018	0	0,00 €
3 google / organic	112	163	110	1 m 00 s	0,982	7,264	67,48%	1.184	0	0,00 €
4 t.co / referral	96	138	79	0 m 38 s	0,823	6,043	57,25%	834	0	0,00 €
5 polifonia-project.eu / referral	72	229	124	0 m 41 s	1,722	7,227	54,15%	1.655	0	0,00 €
6 meertens.knaw.nl / referral	51	56	51	0 m 55 s	1	8,982	91,07%	503	0	0,00 €
7 magazine.unibo.it / referral	23	30	24	0 m 59 s	1,043	9,4	80%	282	0	0,00 €
8 iccd.beniculturali.it / referral	21	31	22	0 m 49 s	1,048	6,968	70,97%	216	0	0,00 €
9 baidu / organic	17	17	0	0 m 00 s	0	3	0%	51	0	0,00 €
10 linkedin.com / referral	17	35	22	0 m 32 s	1,294	5,886	62,86%	206	0	0,00 €

Newsletter

At the end of every month a newsletter is published: it resumes the best articles of the month, plus the most relevant events and calls available.

Press office

Press launch

The press launch has been done 2 days before the KOM (12th of Gen. 2021). The press release is available in 4 languages - FR, IT, EN, NL - on the project website: www. polifonia-project.eu/contacts/#press

Press review

The press office is collecting the media coverage. We set up a Google Alert to keep track of all publications.

PRESS RELEASE	DATE	MEDIA	URL
#1	14/01/2021	Unibo Magazine	https://magazine.unibo.it/archivio/2021/01/14/polifonia-suonando-la-colonna-sonora-della-storia
#2	15/01/2021	Resto del Carlino	https://www.ilrestodelcarlino.it/bologna/cronaca/polifonia-persone-e-musica-si-connettono-1.5914280
#3	14/01/2021	Deas Artes	https://www.deartes.cloud/?p=28568

Conclusions

Overall, the impression is that Polifonia made a great start in 'look and feel' and setting up its visual identity and web presence. Effectiveness of the online communication comes from how new content is offered and catered to the needs of the different target audiences. These content strategies receive a great deal of attention in the communication plan that is developed.

This communication report presents early stage development of the Plan for Communication, Dissemination and Exploitation (PEDR). A first version of PEDR will be delivered as Deliverable 6.1 by the end of June.

Improvements in progress

Site structure versus customer journeys

The basic expectation would be that the website organises its pages ranging from the most common customer journeys (general interest, easily understood pilots and use cases, mainstream news) to the most specific, which are presumably those of scholars looking for specific information, contacts and (in time) access to the project and developed tools themselves. Now, although the pages/titles themselves are recognizable, the structure and content are still a bit of a mix of both worlds.

Easily accessible content versus formal project language

As with the site structure and navigation, the page content as well can create dilemmas and barriers for the varying needs of the target audiences. The Home/Pilots text is a good example of 'welcoming everybody,' with a clear and general message and a nice hint of sentiment, understandable for almost every type of audience.

"From the soundscape of Italian historical bells, to the influence of French operas on traditional Dutch music, European cultural heritage hides a goldmine of unknown encounters, influences and practices that can transport us to experience the past, understand the music we love, and imagine the soundtrack of our future. Polifonia will organise this journey by using ten pilot use cases as drivers, addressing preservation, management, study, and interaction with musical heritage."

Every current and future content page will start with such an introduction, no matter how specialized the content that follows next.

"To provoke a paradigm shift in Musical Heritage preservation policies, management practice, research methodologies, interaction means and promotion strategies. Polifonia intends to achieve this goal by developing computing approaches that facilitate access and discovery of European Musical Heritage and enable a creative reuse of musical heritage at-scale. The goal is to highlight the implicit knowledge linking Musical Heritage to the wider cultural heritage (including tangible assets), to engage both the general public and music domain experts in a consistent environment."

Although undoubtedly true, most audiences (even the academic ones), are not very interested in reading this type of formulations. It could perfectly be rewritten of course, and/or parts from it added to the welcoming text on Home and Pilots (where the continuation of text in the coloured boxes is out of frame on most devices).

Possible upgrade: all interviews will be in podcast or video format. It exponentially enlarges access and consumption by the audiences.

Navigation

The navigation process will be improved by the introduction of the breadcrumb navigation bar to make the full experience more fluid and frictionless.

[1]
https://drive.google.com/file/d/1gknHx0dWTF3k7O8oiw2chOB_4qpEUMEG/view?usp=sharing