

# Bloomen

## Blockchains in the new era of participatory media experience

*HORIZON 2020*

*762091 – BLOOMEN - H2020-ICT-2016-2  
ICT-19-2017 Media and content convergence*

---

### D6.1 Bloomen Project Website and Social Media Channels

---

Version:	5
Date:	30.11.2017
Authors:	Mirko Lorenz, DW
Internal reviewers:	Antonio Paradell, Worldline Antonis Litke, ICCS/NTUA



Co-funded by the Horizon 2020 programme  
of the European Union

## Table of Contents

1	Summary	3
1.1	Bloomen Website	3
1.2	Social Media Channels	4
2	Outlook	5

## 1 Summary

The website for the Bloomen project has been launched. This delivery briefly reports about the structure of the website. Further it lists up which social media channels have been set-up for the project.

The URL is Bloomen.io (<http://www.bloomen.io>)

### 1.1 Bloomen Website

The Bloomen presents an overview of the project and will evolve during the projects lifetime to reflect work done, achievements and create opportunities toward dissemination and exploitation.

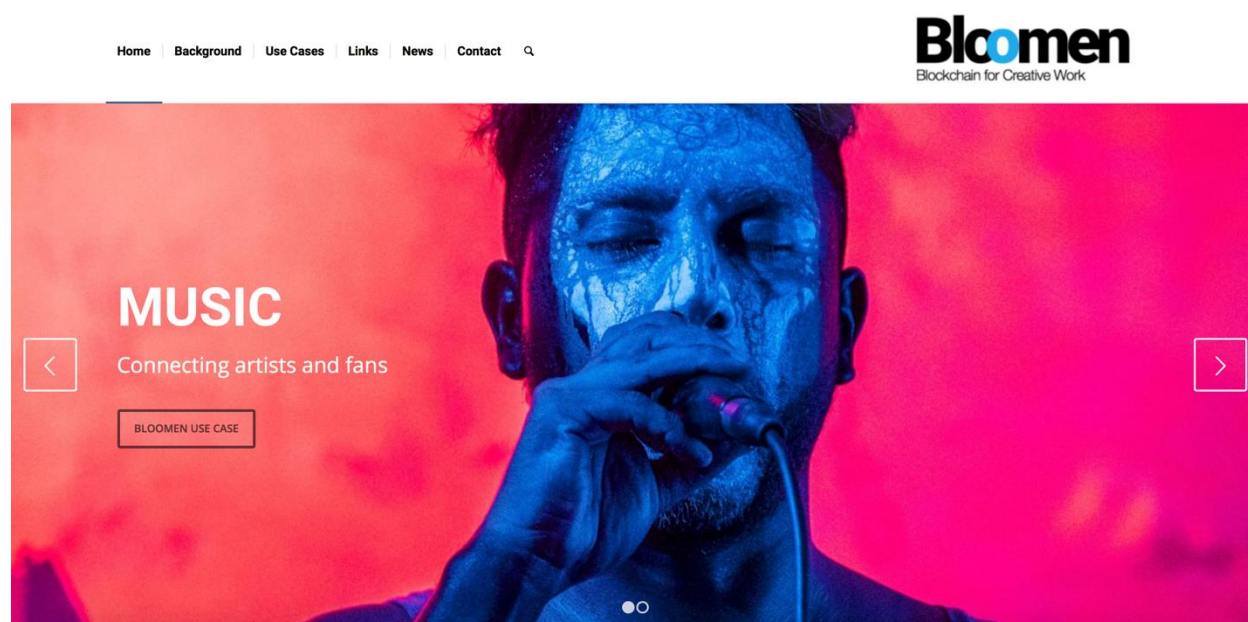


Figure 1: Illustration of the Music Use Case

The structure of the current information reflects the project in its early stage. The more specific the work becomes, the more this will be shown through updated information offerings.

For all visuals we are using primarily a platform called **Unsplash.com**, which offers royalty free, high quality photos. This photo source serves as a good example of the issues with media content, where photographers face barriers to register, track and eventually monetize content. We will in general take extra care with all media assets used in Bloomen to be in line with usage rights provided by the creators.

Current information on the website is structured as in the table below:

Content	Brief Description
Home	Initial introduction, photo slider leading to use cases
Background	Provides an initial overview of the goals
- Vision	More specifically towards what Bloomen aims to achieve
- Consortium	Presents all partners active in the project
Use Cases	
- Music	Music Use case
- Media Content	Journalism Use Case
- WebTV	WebTV Use Case
Links	Visual collection of relevant White Papers, studies and notable articles, specifically towards use of Blockchain for media/music/WebTV
News	Provides regular updates, interviews, etc.. This content will be used to populate social media networks, specifically Twitter, Google+ and LinkedIn for the start
Contact	Provides an option to get in touch with the project officer

This structure will be changed and extended once the project can present results, findings, scientific articles or any other material relevant to reach the project goals.

## 1.2 Social Media Channels

Bloomen and the URL Bloomen.io provide a benefit with an easy to remember, unique identifier which can be used over time to build a community, to reach out with new findings and relevant updates.

For the Bloomen project respective accounts for all relevant social networks have been secured by partner Kendra/Deutsche Welle respectively. We used a special service to identify all available account names.<sup>1</sup>

Table: Registered accounts for social media platforms. In cases where Bloomen was not available for any reason we consistently use “Bloomenio” as the name, which then gives an indication for the main homepage.

<sup>1</sup> <https://www.namecheckr.com>

<b>Content</b>	<b>Brief Description</b>
Web	<a href="https://bloomen.io">bloomen.io</a>
Medium.com	<a href="https://medium.com/bloomenio">https://medium.com/bloomenio</a>
Github	<a href="https://github.com/bloomenio">https://github.com/bloomenio</a>
Facebook	<a href="https://www.facebook.com/bloomenio">https://www.facebook.com/bloomenio</a>
Docker	<a href="https://hub.docker.com/r/bloomenio">https://hub.docker.com/r/bloomenio</a>
Twitter	<a href="https://twitter.com/bloomenio">https://twitter.com/bloomenio</a>
Instagram	<a href="https://www.instagram.com/bloomenio">https://www.instagram.com/bloomenio</a>
Slack	<a href="https://bloomenio.slack.com">https://bloomenio.slack.com</a>
LinkedIn	<a href="https://www.linkedin.com/company/bloomenio">https://www.linkedin.com/company/bloomenio</a>
Google+	<a href="https://plus.google.com/+bloomenio">https://plus.google.com/+bloomenio</a>

With these options secured early in the project we have multiple options to communicate results, disseminate code and demonstrators in multiple ways.

## 2 Outlook

The strategy for the project as a whole is described in detail in D6.2 Initial Dissemination and Exploitation plan. In this document Bloomen provides a detailed plan how the website and social media channels will be used.

To provide just one perspective as to the strategy of the project: Bloomen plans to build an audience for these tasks in three distinct phases. The approach is based on the fact that in the very first year research projects are still under development and usually can only present tangible results in Y2 and Y3. This is why, specifically in the first year, we aim to use the website and the social media networks to build an awareness for the project and connect to the community in this specific space.

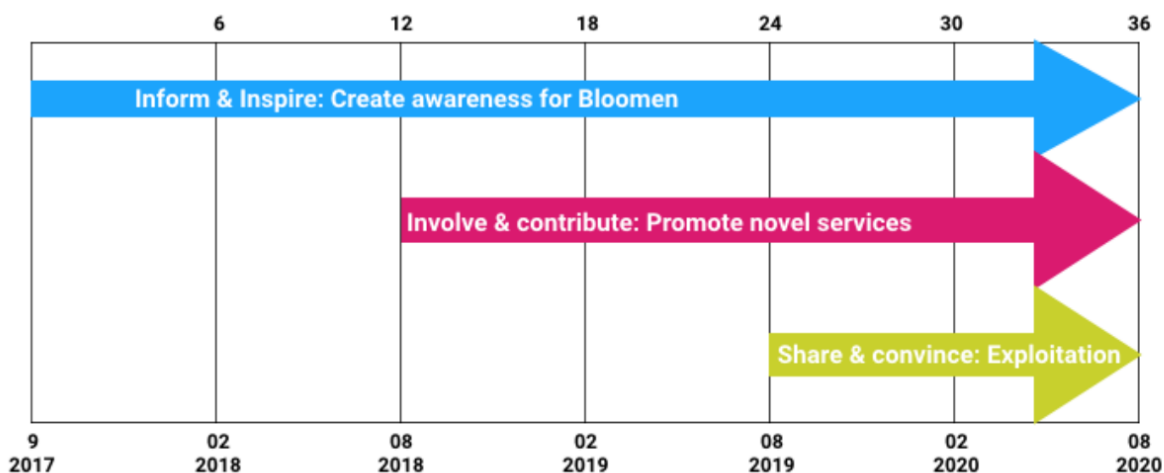


Figure 2: Communication phases for Bloomen

The detailed strategy for this approach is covered in D6.2 Initial Dissemination and Exploitation Plan.