

# STEPUPIORS

Twinning for a European Consortium of Rectal Cancer Research Institutions through Stepping up Scientific, Technological and Innovation Excellence of IORS



Funded by  
the European Union

Project number: 101079217



**Work Package No: 4**

**Milestone No: M4**

**Milestone Name: Established Project Website and Social Networks**

**Means of Verification: Report on the visibility of the website and social networks**

**Due Date: September 30, 2023**

**Final Version Date: September 29, 2023**

**Description of the report:**

This report verifies the achievement of milestones 4, summarizing the achieved outcomes related to the visibility of the website and social networks. The objectives of the communication and dissemination plan have been already defined in the D4.2 – Plan for communication, dissemination and exploitation activities, submitted in month 6 (March 30, 2023) of the project (Annex 1.)

Objectives of WP4 related to M4 were:

- 4.2 Setting a procedural basis for collaborative research within the rectal cancer consortium
- 4.4 Transmitting results of the project to the general public

**Achieved outcomes in WP4 related to M4 until September 29, 2023:**

- 1. Established project website

<https://www.stepupiors.eu/>



**Figure 1.** Preview of the project website page <https://www.stepupiors.eu/>

The project website had been developed from the start of the project and officially launched on February 11, 2023. A summary of project website KPIs provided by the website administrator company Studio Pletisanak for the period Feb 11 – Sept 29, 2023 (Annex 2), are shown in Table 1.

Table 1: STEPUPIORS project website KPIs

<b>Activity</b>	<b>No.*</b>
Posted News and Events	40
Created website pages	16
Total number of website visits	8662
Total number of visited website pages	19813

The website will be online up to 5 years after the end of the project.

To ensure optimal internal communication between partners, STEPUPIORS team a private section of the website (<https://private.stepupiors.eu/>) was created for sharing of project related resources.

Moreover, the current IORS institutional website (<https://www.ncrc.ac.rs/>) will also be updated. Tasks related to the development of a renewed IORS website and design of IORS social networks have been initiated in collaboration with IORS administrative and management staff. As the renewed website will relate to activities of the whole institute, it is under development by a company contracted directly by IORS using institutional funds. IORS social networks accounts will be monitored by IORS administrators from the Data Center Department (Tina Jovanović, Budimir Jurišić). STEPUPIORS IORS staff have prepared short outlines depicting the health- and scientific-related activities to be included in the renewed website and investigator profiles (Annex 3.)

## *2. Established project email address*

[stepupiors@gmail.com](mailto:stepupiors@gmail.com)

The address is used for any project-related official external communication. A project shared repository in google drive folder with access restricted only to project participants is also used to facilitate additional sharing of the documentation between partners.

3. Established 4 social media accounts

YouTube: <https://www.youtube.com/@STEPUPIORS/featured>

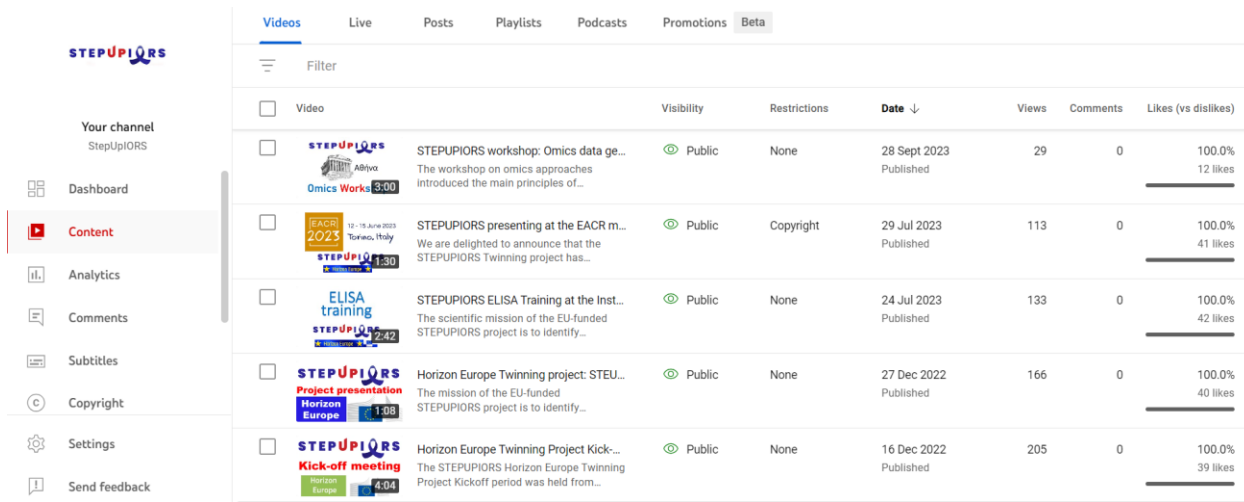


Figure 2. Preview of the project YouTube channel

LinkedIn: <https://www.linkedin.com/in/stepupiors/>

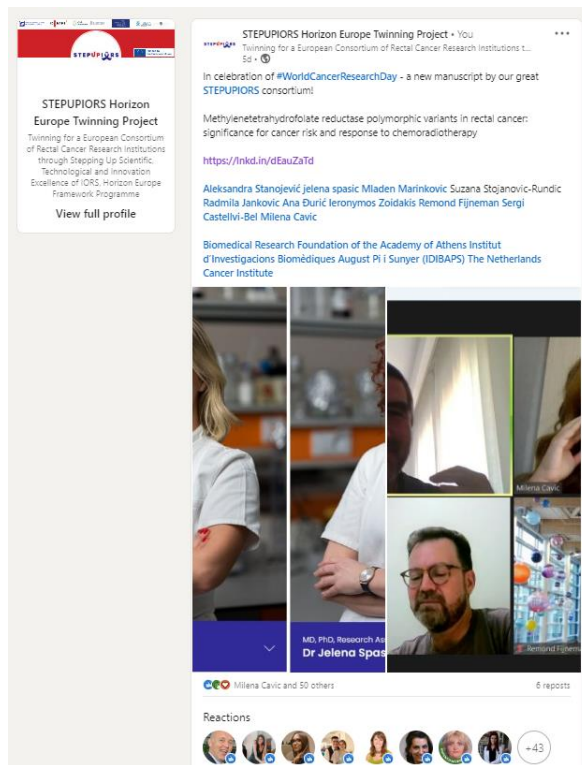


Figure 3. Preview of the project LinkedIn profile

Facebook: <https://www.facebook.com/people/STEPUPIORS/100087603542049/>

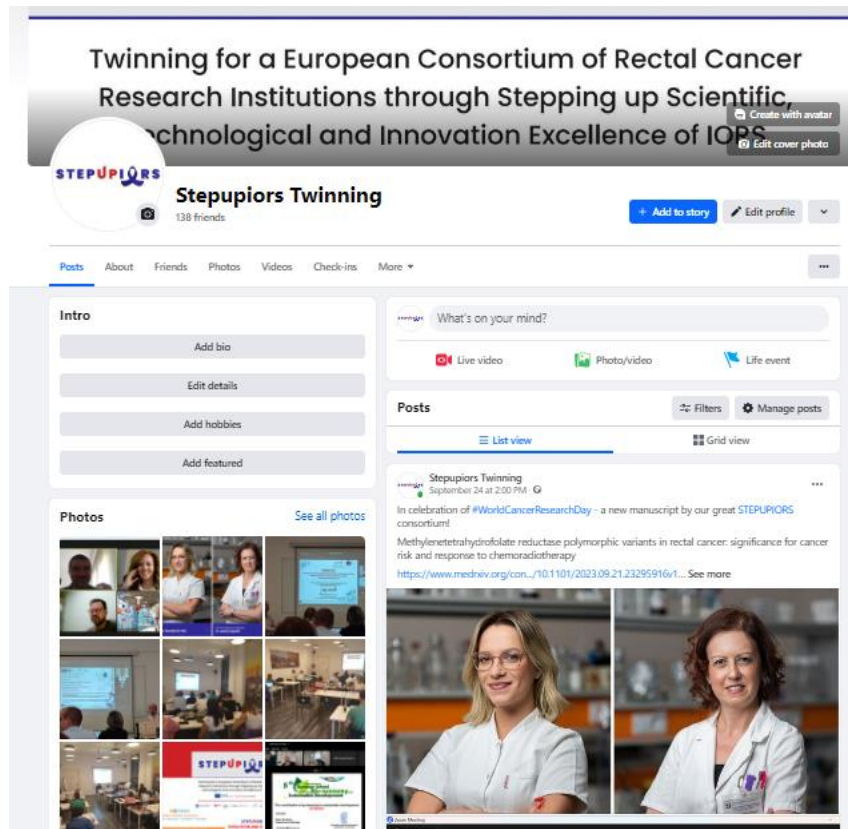


Figure 4. Preview of the project Facebook profile

Twitter: <https://twitter.com/STEPUPIORS>



Figure 5. Preview of the project Twitter profile

The media accounts allow communication to an extremely wide audience. Posts are available both in English and Serbian. For further promotion of these project accounts, well-established accounts of all consortium members are used, and each partner actively share the project news on their channels in order to reach the largest audience possible.

Regular posts are created about the project progress, as well as re-posts of significant scientific achievements in the field of research. The social networks are also used to raise awareness of increased trends in the incidence of cancer in middle-income countries (such as Serbia), unhealthy lifestyles, notably lower physical activity, obesity, tobacco use, and excessive alcohol consumption, which can all contribute to the development of (colo)rectal cancer.

The STEPUPIORS **YouTube** channel was created on November 11, 2022.

Table 2: STEPUPIORS YouTube channel KPIs until Sept 29, 2023

<b>Activity</b>	<b>No.</b>
Videos	5
Total views	652
Subscribers	52

Table 3: STEPUPIORS YouTube channel videos

<b>Video name</b>	<b>Date Published</b>	<b>Duration (minutes)</b>	<b>Views</b>
STEPUPIORS presenting at the EACR meeting in Torino, June 2023	29 Jul 2023	1.30	113
STEPUPIORS ELISA Training at the Institute for Oncology and Radiology of Serbia (IORS)	24 Jul 2023	2.42	133
Horizon Europe Twinning project: STEUPIORS	27 Dec 2022	1.03	169
Horizon Europe Twinning Project Kick-off meeting: STEPUPIORS (101079217)	16 Dec 2022	4.04	207
STEPUPIORS workshop: Omics data generation and integration with clinical information, Athens, 2023	28 Sep 2023	3.00	30

The STEPUPIORS **LinkedIn** account was created on November 11, 2022.

Table 4: STEPUPIORS LinkedIn account KPIs until Sept 29, 2023

<b>Activity</b>	<b>No.</b>
Posts	63
Impressions	74115
Engagements	1837
Followers	300



The STEPUPIORS **Facebook** account was created on November 11, 2022.

Table 5: STEPUPIORS Facebook account KPIs until Sept 29, 2023

<b>Activity</b>	<b>No.</b>
Posts	52
Impressions	4797
Reach	3872
Engagements	1587
Connections	138

The STEPUPIORS **Twitter** account was created on November 11, 2022.

Table 6: STEPUPIORS Twitter account KPIs until Sept 29, 2023

<b>Activity</b>	<b>No.</b>
Post	71
Total impressions	10034
Following	50
Followers	41
Photos and videos	48

**Alignment with STEPUPIORS KPIs outlined in the “D4.2. Plan for communication, dissemination and exploitation activities” relating to M4**

Comparing target STEPUPIORS KPIs for the whole 3-year project period (outlined in the Plan for communication, dissemination and exploitation activities, it can be concluded that activities performed during the first year of the project have reached the expectations.

Table 7: STEPUPIORS KPIs (Data extracted from Table 5 of D4.2. Plan for communication, dissemination and exploitation activities)

<b>Version</b>	<b>Channel</b>	<b>Success Indicator</b>	<b>Target (3 years)</b>	<b>Achieved in the first project year</b>
Communication	Website	Number of website views	2500	8662
	Social Media	Number of followers across all social media accounts	150	695
		Number of Twitter impressions (project and partners accounts)	30000	10034

**Expected impact of M4**

The STEPUPIORS website and social network accounts will remain active after the duration of the project, enabling the promotion of scientific activities performed within any new project derived from the consortium. The increased scientific visibility of IORS in the EU is planned to be measured by new grant applications and the attraction of future generations of researchers through enhanced communication and dissemination infrastructure.

## ANNEXES

- Annex 1. D4.2 – Plan for communication, dissemination and exploitation activities (available at: [https://drive.google.com/file/d/1JvCVQ7kMgBYspLw10T-M7oXKGIVp0DtV/view?usp=drive\\_link](https://drive.google.com/file/d/1JvCVQ7kMgBYspLw10T-M7oXKGIVp0DtV/view?usp=drive_link))
- Annex 2. Document 4.12\_23 Report on website KPIs (attached)
- Annex 3. Document 4.11\_23 Information for renewed IORS website (available at: [https://drive.google.com/file/d/1gYX0dHyD24IRu9slcX7Ia79kx44BCWzb/view?usp=drive\\_link](https://drive.google.com/file/d/1gYX0dHyD24IRu9slcX7Ia79kx44BCWzb/view?usp=drive_link))



**Report from the STEPUPIORS website administrator company Studio Pletisanak for the period Feb 11 – Sept 29, 2023.**

<https://www.stepupiors.eu>

The project website had been developed from the start of the project and officially launched on February 11, 2023. A summary of KPIs on 29.09.2023. is shown in Table 1.

Table 1: STEPUPIORS project website KPIs

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Owner

  
  
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Dušan Simović