

# Inclusive Robotics for a better Society



## D7.2: Report on Networking Activities

Version 2.0

30.06.2021



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## DOCUMENT HISTORY

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1.0	27.06.2021	Garbiñe González	Initial version
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# 1. Executive Summary

This document is the **Deliverable 7.2 REPORT ON NETWORKING ACTIVITIES** of the Work Package 7 - ORGANIZE DISSEMINATION & ROBOTICS COMMUNITY OUTREACH ACTIVITIES of the project **Inclusive Robotics for a better Society** funded by the European Commission under the H2020-ICT- 28-2017 Robotics Competition, coordination and support topic under the grant agreement no. 780073.

In accordance with the H2020 Online Manual<sup>1</sup>, INBOTS must communicate and promote the project and its results, “providing targeted information to multiple audiences, in a strategic and effective manner and possibly engaging in a two-way exchange”. In addition, INBOTS project is a Coordination and Support Action (CSA), where communication activities are one of the main tasks that must be undertaken.

## 1.1. Communication strategy of INBOTS

This deliverable is part of the INBOTS communication strategy, presented in detail in Deliverable D7.3. The overall objective of this strategy is to make sure that results from the INBOTS project reach relevant stakeholders and the general public, as well as to ensure its sustainability beyond the duration of the project.

The social networking communication tools are one of the key instruments that INBOTS used to reach out to its audience. This Report on Networking Activities details the activities carried out in each of the social networks used by INBOTS: YouTube, LinkedIn and Twitter.

## 2. Social networking communication tools

### 2.1. Introduction

INBOTS owns project profiles on social media to increase the impact and generate straight communication channels to allow interactions with the audience through different tools depending on the communicative objective. Social networks are a powerful tool to achieve a multiplier promotional effect on communication activities, that is why the Project profiles are constantly updated to show INBOTS as an active and interesting project.

The presence of the project on social media has been fundamental to accomplish the communication objectives and this social media has been used as a relevant tool to reach third parties, the research community and to interact with the general public. Social media has been used to report on the project's progress, announce new results and inform the robotics industry, disseminating the project's results and creating a scientific core interested in collaborating with the project.

The content has been generated by INNCOME with the collaboration of other consortium members. The consortium members have also published relevant information in their social networks.

### 2.1. Social Media Tools

INBOTS has worked with three social networks: YouTube, LinkedIn and Twitter.

Below we detail the characteristics of each of them, as well as the communication objective that has helped to achieve, the audience, or the content published.

#### 2.1.1. Twitter



Twitter has been used for a big scale bidirectional communication, with all the audience present on this social media, but focusing on a technical audience from the robotics area. This social media has been crucial on Events, Conferences or Workshops to broadcast INBOTS role on these scenarios and to attract followers through real time information.

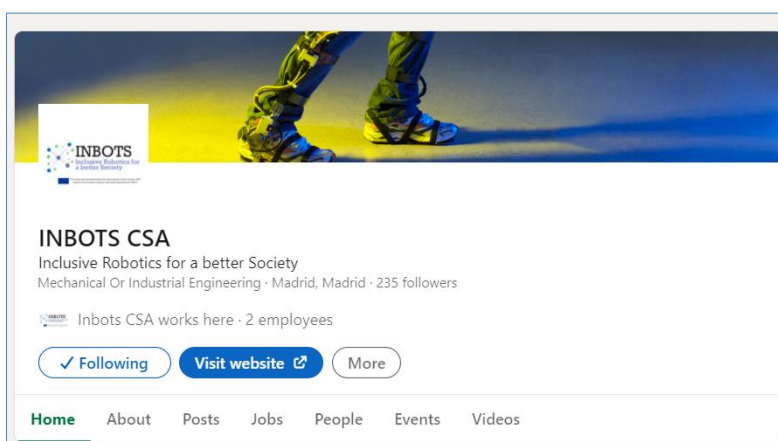
**INBOTS CSA Project - Twitter:** [https://twitter.com/INBOTS\\_CSA](https://twitter.com/INBOTS_CSA)

- Objective: Increase awareness of the Project and its progress / create a network / Increase public awareness on interactive robotics / educate on its use / increase robotics acceptance.
- Audiences: General Public, scientific community.
- Message: Information about Congress & Workshops, share documents, articles & reviews.
- Type of content: Infographics, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientist...
- Profiles:
  - The consortium members of the project (list available on [Table](#) in this document)

On twitter, INBOTS also has accessible lists to generate more engagement:

- Consortium members: with the institutional consortium members profiles.
- Related projects: including similar EU projects.
- Other lists with stakeholders or members of the industry sharing relevant contents on the same line that INBOTS.

## 2.1.2. LinkedIn

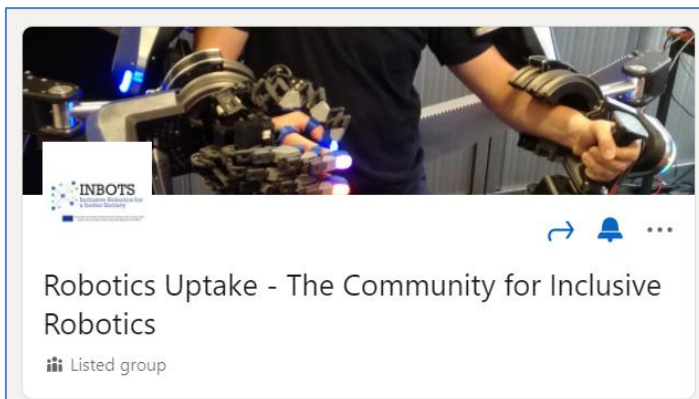


LinkedIn is a professional social network and has been used to reach a business and scientific audience. It has been the scenario to share news and articles about the progress and outcomes of the project.

**INBOTS CSA - LinkedIn:** <https://www.linkedin.com/company/inbots-csa/?viewAsMember=true>

- Objective: Disseminate the progress of the project among the scientific community and professional stakeholders / attract knowledge and generate awareness.
- Audiences: Scientific community, professionals from related areas.
- Message: Achievements reached along the project to help end users understand the state of the technology and keep updated on the advances of technology. Content related from stakeholders.
- Type of content: Infographics, pictures, videos, links, news, documents.
- Content producers: All the members in the consortium, stakeholders, leaders, scientist...

### 2.1.2.1. LinkedIn Group



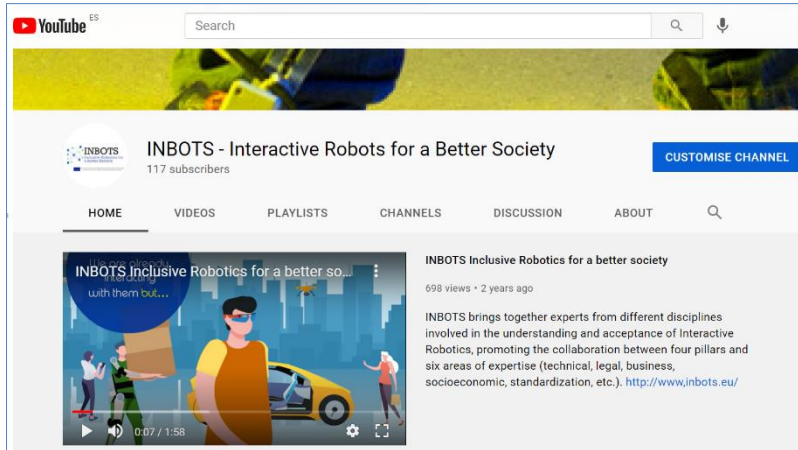
A LinkedIn group has been created to make the INBOTS project more accessible, to network around Interactive Robotics, **to connect all the experts in the various areas of robotics and to promote dialogue and debate.**

This group is open to anyone working in the field of robotics to participate, share work, contribute and publish any ideas or questions about Interactive Robotics. The main objective is to connect professionals and organisations interested in robotics, with experts open to help with legal issues, entrepreneurship support, standardisation requirements and any use of robotics in education and society.

#### **Robotics Uptake – The Community for Inclusive Robotics:**

<https://www.linkedin.com/groups/12465548/>

## 2.1.3. YouTube



YouTube has been used to share audio-visual contents that at the same time has been shared on other social media, web and platforms.

INBOTS CSA - YouTube: <https://www.youtube.com/channel/UCI6xIOCZY33cH-rR36iepdg>

The INBOTS YouTube channel contains 22 videos including those specified in the Communication Plan: video presentation of the project and the three documentaries. In addition, it includes a special action that was carried out during the Covid-19 crisis, with expert assessments on the involvement of robotics in providing solutions to the Covid-19 crisis.

The consortium partners profiles on social media are listed in the table below:

*Table 1 List of Consortium members social media profiles*

Partner	LinkedIn	Twitter	Facebook	YouTube
CSIC	<a href="https://www.linkedin.com/company/429269/">https://www.linkedin.com/company/429269/</a>	<a href="https://twitter.com/NRG_CSIC">https://twitter.com/NRG_CSIC</a>	<a href="https://es-es.facebook.com/CSIC/">https://es-es.facebook.com/CSIC/</a>	<a href="https://www.youtube.com/user/videosCSIC">https://www.youtube.com/user/videosCSIC</a>
TECNALIA	<a href="https://www.linkedin.com/company/1281275/">https://www.linkedin.com/company/1281275/</a>	<a href="https://twitter.com/tecnalia">https://twitter.com/tecnalia</a>	<a href="https://es-es.facebook.com/Tecnalia">https://es-es.facebook.com/Tecnalia</a>	<a href="https://www.youtube.com/user/tecnaliaTV">https://www.youtube.com/user/tecnaliaTV</a>
SSSA	<a href="https://www.linkedin.com/company/scuola-superiore-sant%27anna">https://www.linkedin.com/company/scuola-superiore-sant%27anna</a>	<a href="https://twitter.com/ScuolaSantanna">https://twitter.com/ScuolaSantanna</a>	<a href="https://www.facebook.com/scuolasuperioresantanna">https://www.facebook.com/scuolasuperioresantanna</a>	<a href="https://www.youtube.com/user/ScuolaSantanna">https://www.youtube.com/user/ScuolaSantanna</a>
UCM	<a href="https://www.linkedin.com/company/universidadcomplutense">https://www.linkedin.com/company/universidadcomplutense</a>	<a href="http://twitter.com/unicomplutense">http://twitter.com/unicomplutense</a>	<a href="https://www.facebook.com/UniComplutense">https://www.facebook.com/UniComplutense</a>	<a href="http://www.youtube.com/ucomplutensemadrid">http://www.youtube.com/ucomplutensemadrid</a>
UT	<a href="https://www.linkedin.com/edu/school?id=15449">https://www.linkedin.com/edu/school?id=15449</a>	<a href="https://twitter.com/utwente">https://twitter.com/utwente</a>	<a href="https://www.facebook.com/utwente">https://www.facebook.com/utwente</a>	<a href="https://www.youtube.com/utwente">https://www.youtube.com/utwente</a>
VUB	Not available	<a href="https://twitter.com/vubrusse?lang=nl">https://twitter.com/vubrusse?lang=nl</a>	<a href="https://www.facebook.com/VUBrusse/">https://www.facebook.com/VUBrusse/</a>	<a href="https://www.youtube.com/user/VUBrusse">https://www.youtube.com/user/VUBrusse</a>
ETH	<a href="https://www.linkedin.com/school/4923/">https://www.linkedin.com/school/4923/</a>	<a href="https://twitter.com/eth_en">https://twitter.com/eth_en</a>	<a href="https://www.facebook.com/eth/">https://www.facebook.com/eth/</a>	<a href="https://www.youtube.com/user/ethzurich">https://www.youtube.com/user/ethzurich</a>



UNISI	Not available	<a href="http://twitter.com/unisiena">http://twitter.com/unisiena</a>	<a href="http://www.facebook.com/unisiena">http://www.facebook.com/unisiena</a>	<a href="http://www.youtube.com/user/unisiena">http://www.youtube.com/user/unisiena</a>
OSSUR	<a href="https://www.linkedin.com/company/37914/">https://www.linkedin.com/company/37914/</a>	<a href="https://twitter.com/OssurCorp">https://twitter.com/OssurCorp</a>	<a href="https://es-es.facebook.com/ossurcorp/">https://es-es.facebook.com/ossurcorp/</a>	<a href="https://www.youtube.com/user/OssurMedia">https://www.youtube.com/user/OssurMedia</a> <a href="https://www.youtube.com/user/OssurAcademy">https://www.youtube.com/user/OssurAcademy</a>
OBG	Not available	<a href="https://twitter.com/ottobockHQ_de">https://twitter.com/ottobockHQ_de</a>	<a href="https://de-de.facebook.com/ottobockde">https://de-de.facebook.com/ottobockde</a>	<a href="http://www.youtube.com/user/ottobockde">http://www.youtube.com/user/ottobockde</a>
CRF	<a href="https://www.linkedin.com/company/centro-ricerca-fiat?trk=vsrp_companies_res_name&amp;trkInfo=VSRPsearchId%3A714426751450820057634%2CVSRPtargetId%3A12636%2CVSRPcmpt%3Aprimary">https://www.linkedin.com/company/centro-ricerca-fiat?trk=vsrp_companies_res_name&amp;trkInfo=VSRPsearchId%3A714426751450820057634%2CVSRPtargetId%3A12636%2CVSRPcmpt%3Aprimary</a>	Not available	<a href="https://www.facebook.com/FCAFiatChryslerAutomobiles">https://www.facebook.com/FCAFiatChryslerAutomobiles</a>	Not available
ACCIONA	<a href="https://www.linkedin.com/company/acciona-construcci%C3%B3n?trk=biz-brand-tree-company-name">https://www.linkedin.com/company/acciona-construcci%C3%B3n?trk=biz-brand-tree-company-name</a>	<a href="https://twitter.com/ACCIONA_EN">https://twitter.com/ACCIONA_EN</a>	<a href="https://www.facebook.com/ACCIONA.English?ref=hl">https://www.facebook.com/ACCIONA.English?ref=hl</a>	<a href="https://www.youtube.com/user/interacciona1?sub_confirmation=1">https://www.youtube.com/user/interacciona1?sub_confirmation=1</a>
SAS	<a href="https://www.linkedin.com/company/space-applications-services">https://www.linkedin.com/company/space-applications-services</a>	Not available	Not available	<a href="https://www.youtube.com/channel/UCayIo0mjGppV5V-knTJRuiA">https://www.youtube.com/channel/UCayIo0mjGppV5V-knTJRuiA</a>
IUVO	Not available	Not available	Not available	Not available
PAL	<a href="https://www.linkedin.com/company/1347221/">https://www.linkedin.com/company/1347221/</a>	<a href="https://twitter.com/PALRobotics">https://twitter.com/PALRobotics</a>	<a href="https://es-es.facebook.com/palrobotics/">https://es-es.facebook.com/palrobotics/</a>	<a href="https://www.youtube.com/channel/UCviCFzTm3WZqaPFBM76xd2w">https://www.youtube.com/channel/UCviCFzTm3WZqaPFBM76xd2w</a>
KTH	Not available	Not available	<a href="https://www.facebook.com/KTH">https://www.facebook.com/KTH</a>	<a href="https://www.youtube.com/kth">https://www.youtube.com/kth</a>
DIN	Not available	<a href="https://twitter.com/DIN_Norm">https://twitter.com/DIN_Norm</a>	<a href="https://www.facebook.com/DIN.Normung">https://www.facebook.com/DIN.Normung</a>	<a href="https://www.youtube.com/user/DINBerlin">https://www.youtube.com/user/DINBerlin</a>
VDI/VDE-IT	<a href="https://www.linkedin.com/company/vdi-vde-innovation-technik-gmbh?originalSubdomain=de">https://www.linkedin.com/company/vdi-vde-innovation-technik-gmbh?originalSubdomain=de</a>	<a href="https://twitter.com/VDIVDE_IT">https://twitter.com/VDIVDE_IT</a>	Not available	<a href="https://www.youtube.com/channel/UC40HM7tdVA7ea7j9xZpDYaq">https://www.youtube.com/channel/UC40HM7tdVA7ea7j9xZpDYaq</a>
DCU	Not available	<a href="https://twitter.com/dublincityuni/">https://twitter.com/dublincityuni/</a>	<a href="https://www.facebook.com/DCU">https://www.facebook.com/DCU</a>	<a href="http://www.youtube.com/user/DublinCityUniversity">http://www.youtube.com/user/DublinCityUniversity</a>
UNIVLEEDS	<a href="https://www.linkedin.com/school/7244">https://www.linkedin.com/school/7244</a>	<a href="https://twitter.com/UniversityLeeds">https://twitter.com/UniversityLeeds</a>	<a href="https://www.facebook.com/universityofleeds">https://www.facebook.com/universityofleeds</a>	<a href="https://youtube.com/user/universityofleedsuk">https://youtube.com/user/universityofleedsuk</a>
UNIVIE	Not available	<a href="http://twitter.com/univienna">http://twitter.com/univienna</a>	<a href="http://www.facebook.com/univienna">http://www.facebook.com/univienna</a>	<a href="http://www.youtube.com/univienna">http://www.youtube.com/univienna</a>
UU	<a href="https://www.linkedin.com/edu/school?id=15450">https://www.linkedin.com/edu/school?id=15450</a>	<a href="https://twitter.com/UniUtrecht">https://twitter.com/UniUtrecht</a>	<a href="https://www.facebook.com/UtrechtUniversity">https://www.facebook.com/UtrechtUniversity</a>	<a href="http://www.youtube.com/user/UniversiteitUtrecht">http://www.youtube.com/user/UniversiteitUtrecht</a>



CITY	<a href="https://www.linkedin.com/edu/city-university-london-22486">https://www.linkedin.com/edu/city-university-london-22486</a>	<a href="https://twitter.com/CityUniLondon">https://twitter.com/CityUniLondon</a>	<a href="https://www.facebook.com/CityUoLondon">https://www.facebook.com/CityUoLondon</a>	<a href="https://www.youtube.com/mycityunilondon">https://www.youtube.com/mycityunilondon</a>
EDUMOTIVA	Not available	<a href="https://twitter.com/EdumotivaLab">https://twitter.com/EdumotivaLab</a>	<a href="https://www.facebook.com/Edumotiva-1618392191709177/">https://www.facebook.com/Edumotiva-1618392191709177/</a>	Not available
INNCOME	<a href="https://www.linkedin.com/company/9389059/">https://www.linkedin.com/company/9389059/</a>	<a href="https://twitter.com/PKF_INNCOME">https://twitter.com/PKF_INNCOME</a>	Not available	<a href="https://www.youtube.com/channel/UC0reVS3wHzfP_7hNGqUbBHQ">https://www.youtube.com/channel/UC0reVS3wHzfP_7hNGqUbBHQ</a>

## 3. Results

### 3.1. Present status

All events, workshops, publications, project advances and similar actions have been announced through the social networks, following the objective of each one.

We have focused Twitter on instant content, such as real-time event tracking. But it has also facilitated the dissemination of the project's progress, the promotion of specific actions (workshops and events, both INBOTS and related projects), and the connection with entities and experts who have collaborated in the project.

On LinkedIn, we have created a community around interactive robotics. It has promoted interaction between experts, organisations and stakeholders in robotics. For this, in addition to the INBOTS profile on LinkedIn, a specific group "Robotics Uptake - The Community for Inclusive Robotics" has been created to connect all the experts in the various areas of robotics and to promote dialogue and debate.

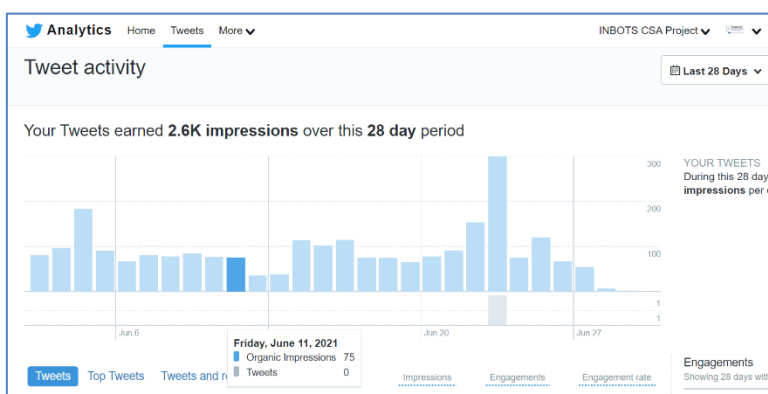
YouTube has been used as an audio-visual repository for the videos and documentaries produced in the project, as well as other videos and online sessions related to robotics and the work developed in INBOTS. Through playlists and channels, we have generated a community of audio-visual content around interactive robotics, involving other entities and projects.

### 3.2. Results and metrics

This section presents a summary of the actions that have been carried out during the project in each of the social networks mentioned above. Each social network has its own metrics, so we analyse them through specific tools.

#### 3.2.1. Twitter results and metrics

The tool we have used to track activity on Twitter is Twitter Analytics.



We keep track of the followers that have gradually joined the INBOTS profile on Twitter, the tweets published, the impact they have had and the mentions we have received in tweets published by other profiles.

See table 2 for Twitter activity throughout the project. We have measured the monthly activity carried out on Twitter in the three years of the project, taking into account the publications (Tweets), their impact (Tweets impressions), the interaction with other

entities/experts who have commented on INBOTS in their networks (Mentions), as well as the number of new followers (New Followers).

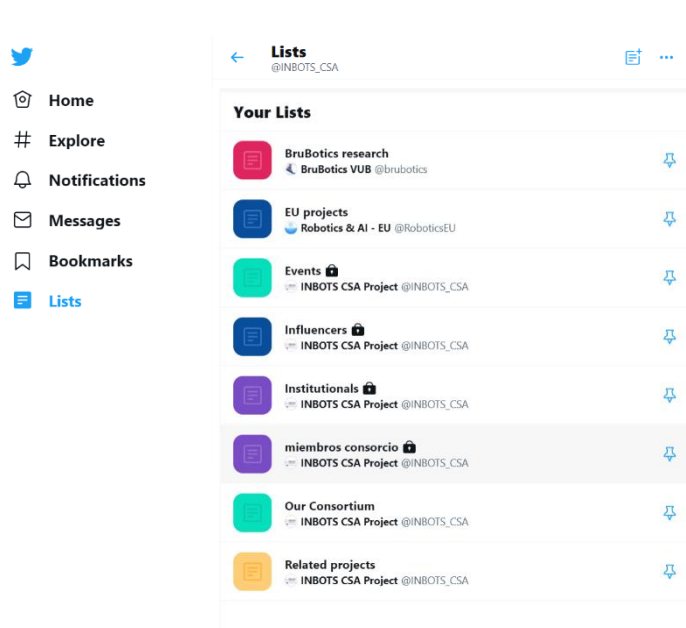
We currently have **970 followers, 435 Tweets published and 534 mentions**.

*Table 2 Twitter publications and interactions track*

Twitter - INBOTS					
Year	Month	New Followers	Tweets impressions	Tweets	Mentions
2021	6	9	2,598	1	16
	5	19	30.5K	14	34
	4	10	5,858	6	22
	3	4	2,283	2	8
	2	7	5,48	6	8
	1	13	3,455	6	10
2020	12	13	2,231	3	22
	11	13	3,294	3	17
	10	4	7,237	10	13
	9	10	8,143	9	7
	8	10	3,075	2	4
	7	6	6,786	13	7
	6	-1	5,429	8	11
	5	16	7,89	4	4
	4	40	27.4K	20	30
	3	14	18.7K	21	7
	2	22	12K	9	31
	1	21	13.4K	13	33
2019	12	6	9,137	8	12
	11	21	18.1K	10	15
	10	22	12K	12	11
	9	9	13.5K	5	9
	8	21	9,068	9	4
	7	11	4,967	7	7
	6	13	10.4K	11	15
	5	22	12.1K	15	3
	4	8	6,665	5	7
	3	34	17.9K	22	21
	2	18	13.5K	18	8
	1	37	34.7K	14	16
2018	12	16	18.5K	17	19
	11	30	9,947	5	4
	10	38	29.6K	22	23
	9	48	26.1K	16	12
	8	224	35.9K	18	11
	7	14	20.3K	21	6
	6	14	19.1K	10	8
	5	4	3,529	6	3
	4	13	10.3K	12	19

	3	18	5,937	4	6
	2	19	3,783	7	3
	1	56	10.6K	11	8

**Lists.** Taking advantage of the lists tool offered by Twitter, several Lists have been created with the aim of creating community around interactive robotics. Some interesting list:

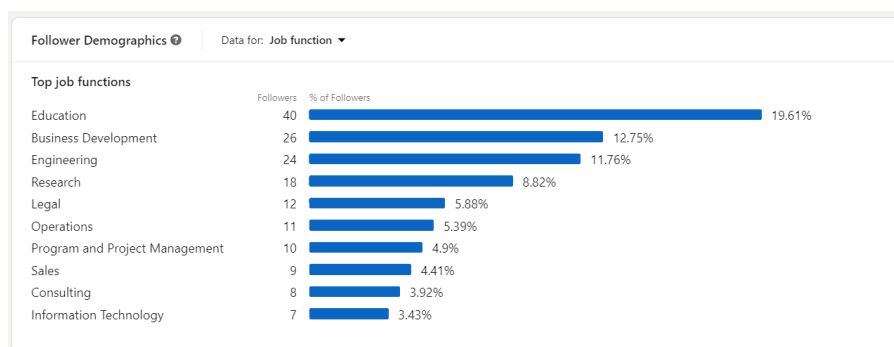
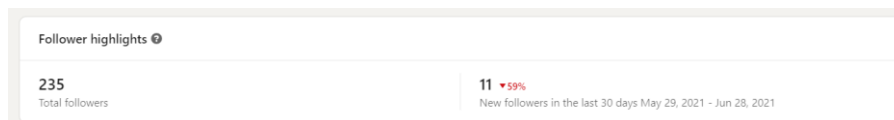


- Related projects
- Events
- Consortium members

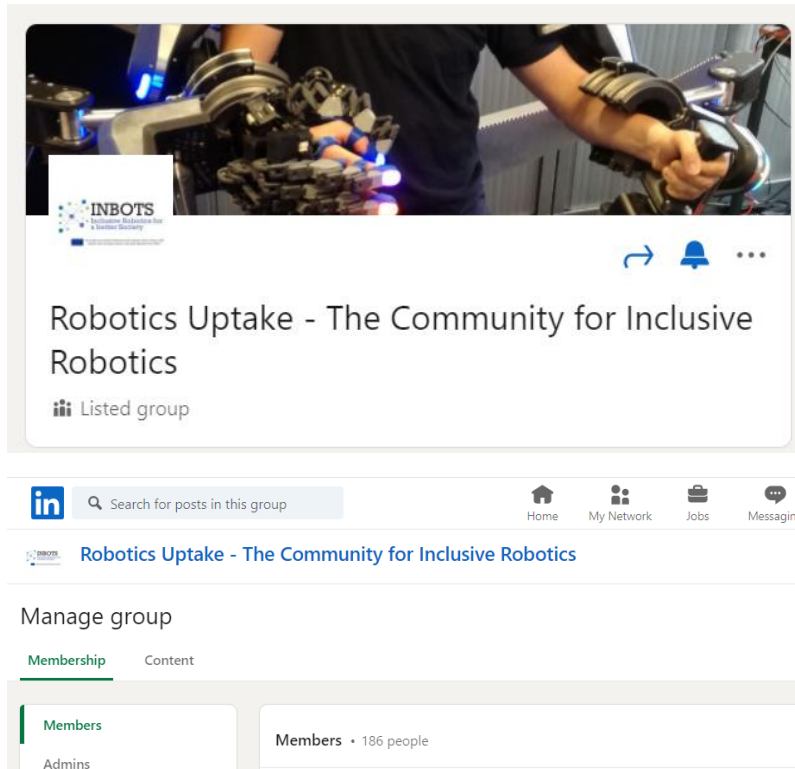
### 3.2.2. LinkedIn results and metrics

A community around interactive robotics has been created on LinkedIn. In addition to the INBOTS profile on LinkedIn, a specific group "Robotics Uptake - The Community for Inclusive Robotics" has been created to connect experts and promote dialogue and debate.

The tool used to track activity on LinkedIn is LinkedIn Analytics. At this moment INBOTS has **235 followers on LinkedIn and more than 225 publications.**

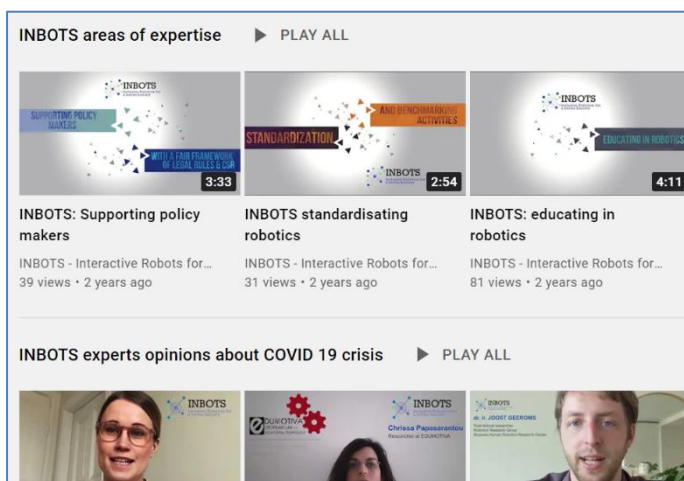


Regarding the **LinkedIn Group: Robotics Uptake – The Community for Inclusive Robotics**, it has 186 subscribers. This group was created at the beginning of 2020 and has more than 50 publications from different experts.



### 3.2.3. YouTube results and metrics

Used as an audio-visual repository, the INBOTS YouTube channel has **22 original videos** organised in different playlists: INBOTS Documentaries, INBOTS areas of expertise, INBOTS work, INBOTS on media and INBOTS experts' opinions about COVID 19 crisis.



The aim of playlists is to provide the user with intuitive and organized content. Playlists can be shared between users and make it easier to watch several videos in a row, guaranteeing curated content with similar interest.

See below the list of playlists on the INBOTS YouTube channel and the videos contained in each one:

Playlist – **INBOTS Documentaries**

- INBOTS Interactive Robotics - Future and Challenges:  
<https://youtu.be/ZJIY6cmwEVg> (3rd documentary)
- Interactive Robotics Documentary Film | Robots are leaving the factories, will we be ready? <https://youtu.be/h0QjNC8XQ1U> (2nd documentary)
- INBOTS - Interactive Robotics for a Better Society:  
<https://youtu.be/Nt4qwcVc1o8> (1st documentary)
- 

Playlist – **INBOTS Work**

- ROBOTIZING CARE FOR OLDER PEOPLE | What should be atomized when robots enter home care?: <https://youtu.be/ajYOEMVV-Os>
- INBOTS interview to Costas Sisamos, founder of ENGINE:  
<https://youtu.be/HBa2GfSORMk>
- INBOTS educational robotics pilots by EDUMOTIVA:  
[https://youtu.be/iAQM\\_qFkey4](https://youtu.be/iAQM_qFkey4)
- Legal aspects of robot-human physical similarities:  
<https://youtu.be/1ZpUbYINoA>
- INBOTS - Interactive Robotics for a Better Society (SUBTITLED - English):  
<https://youtu.be/EC6eFhpON3w>
- INBOTS Inclusive Robotics for a better society: <https://youtu.be/zbHrRujhetw>  
(project presentation video)

Playlist - **INBOTS experts opinions about COVID 19 crisis**

- How Interactive Robotics can help in the protection against new pandemic:  
<https://youtu.be/99j8LopS1ew>
- Our Partner TECNALIA shows how they have adapted their technology to fight Covid 19: <https://youtu.be/D7s2bUtGp4c>
- Interactive robots can easily be adapted to assist humans during COVID19 crisis like PAL Robotics: <https://youtu.be/KrGUNfcVhrM>
- Will Covid 19 contribute to the acceptance of Interactive Robots?:  
<https://youtu.be/U-tNYmNJkTA>
- How can children keep learning about robotics during COVID19 pandemic lockdown: <https://youtu.be/WzytK9s0NR4>
- Interactive Robots & AI might help elderly people during Covid19 lockdown:  
<https://youtu.be/B4KOTdHfdhU>

Playlist - **INBOTS areas of expertise**

- INBOTS: supporting SMEs: <https://youtu.be/nvIvl8YW1BQ>
- INBOTS: promoting robotics uptake by general public:  
[https://youtu.be/PGE\\_6Ujuihs](https://youtu.be/PGE_6Ujuihs)
- INBOTS : proposing a regulatory & risk management framework for interactive robotics: <https://youtu.be/fL2U28pR22l>

- INBOTS standardisation robotics: <https://youtu.be/NKu6MKA7JzM>
- INBOTS: educating in robotics: [https://youtu.be/mwijWP\\_fDa8](https://youtu.be/mwijWP_fDa8)
- INBOTS: Supporting policy makers: <https://youtu.be/s-teGzzyUHI>

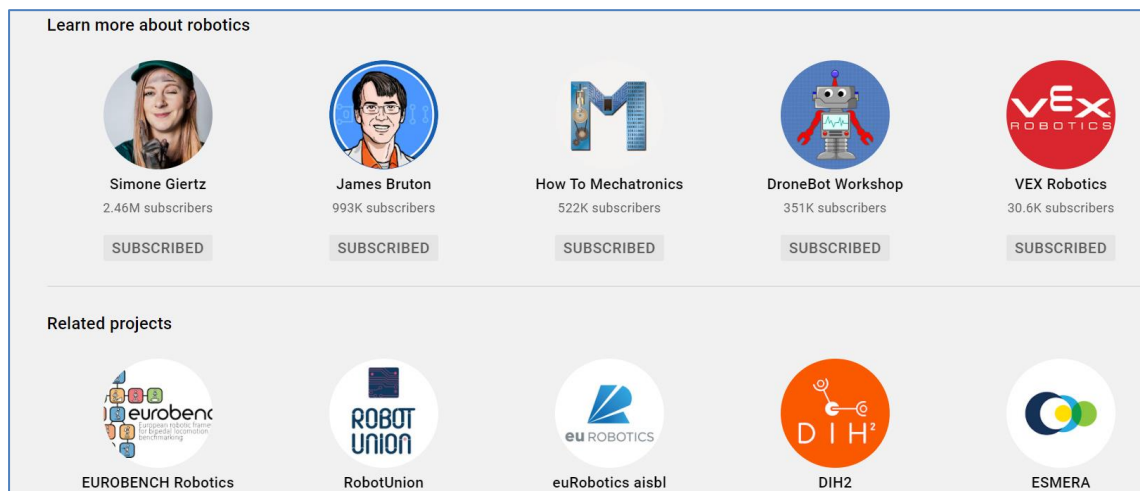
#### Playlist – **INBOTS on media**

- Interview to Jose Luis Pons in "A hombros de Gigantes" RNE:  
<https://youtu.be/pfzSnRCqTU4>

In addition to the playlists, another tool that YouTube offers and that we have used to generate community around interactive robotics is the Channels.

On the Channels page of INBOTS YouTube it is easy to identify interesting YouTube channels for the INBOTS community. We have generated the following categories:

- Subscriptions
- INBOTS partners
- Learn more about Robotics
- Related projects



### 3.3. Conclusions

The three social networks of INBOTS (LinkedIn, Twitter and YouTube) have been optimised **to create a community around interactive robotics**. The INBOTS website is directly linked to these three social networks, as well as the INBOTS Newsletters, including their icons in the footers.

The content published on the INBOTS website is always published and disseminated through LinkedIn and Twitter, the same with the videos uploaded to YouTube. This indicates that **all INBOTS communication channels are intertwined, with the aim of reaching the widest possible audience**, general public and industry/research experts, and achieving a cohesive communication.