





Common Borders. Common Solutions.

A Scientific Network

for Earthquake, Landslide & Flood Hazard Prevention



Technical report of the projects website Design Requirements, System Architecture and Development

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RESPONSIBLE: TEI of KENTRIKI MAKEDONIA

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1 BACKGROUND OF THE DOCUMENT

1.1 SUMMARY

This document contains the major technical issues concerning the development of the SciNetNatHaz project Web site as well as describes the procedures of updates and maintenance. The Web site was designed and initially developed during the Group of Activities 4 (Visibility) Activity 4.2 (Web site development and maintenance). Since the web site was optimized and enhanced during the project's life in order to satisfy visibility requirements; this document is an updated version of the deliverable D.04.02.

1.2 SCOPE AND OBJECTIVES

The main goal was that the project's website to act as the core communication tool. For this reason the website was designed taking into consideration the following:

- To be simple and light
- More informative as possible
- Maintenance easiness & content update

1.3 RELATED DOCUMENTS

1.3.1 Input

List of former deliverables acting as inputs to this document

Document ID	Descriptor	

1.3.2 Output

List of other deliverables for which this document is an input.

Document ID	Descriptor



2 INTRODUCTION

The development of Web-Site dealing within the context of a research project's implementation is considered as a minimum requirement for the diffusion of the project's results and visibility purposes. In addition, the web server hosting the Web-Site, may facilitate other critical technical activities such as data maintenance and management by cooperating with a file server, or provide classified access to the project resources through a cooperating content management system.

For the purposes of SciNetNatHaz research project, the Web-Site may serves both as a simple public information station and as a connection point with other project services. For example, the spatial nature of involved data requires interaction with a Web-GIS server and/or Web Map Servers (e.g. Google Maps).

The Web site is hosted on the SciNetNatHaz Web-Server which is a major component of the project's System Architecture. It is therefore necessary, to provide a brief description of the System Architecture (§ 3). The project specific needs for developing a special web page in order to present issues concerning the SciNetNatHaz project are covered in section 4. The different website versions as well as the major technical specifications of the software components selected are presented in the in section 5. Finally, in this document are presented also a brief review of website statistics and the project's dissemination efforts through social media channels.

3 REVIEW OF SYSTEM ARCHITECTURE

SciNetNatHaz System Architecture is typical 3-tier system architecture, consisting of the standard client-server discrete layers, described below. The functionalities performed are based on open standards ensuring interoperability between the selected software components.

The Client Layer is the presentation level of the system providing to end-users with an interface in order to display information related to the offered services. The client layer communicates with the other system components by sending requests and receiving responses. Users can request, explore and visualize spatial information, perform querying actions in order to receive information, discover, find and bind to data and processes by exploring their metadata information.

The Applications Layer contains the selected SciNetNatHaz software and methodologies to be applied on the submitted by the partners' data. Furthermore, it establishes the connection and performs the necessary data transmission between client and data layer.





A Web-Server hosts services and directs requests and responses between clients and applications.

A Map-Server provides data requested by clients, in a standardized OGC service form such as Web Mapping Service (WMS), Web Feature Service (WFS), and Web Coverage Service (WCS) or in raw format.

In the Data Layer information is stored to and retrieved from the central SciNetNatHaz database. Project Partners will have to establish communication with the Database. This may be achieved ideally by installing a Web Server and appropriate Web Services implementing http get-post data transfers. On the other side, the Data Layer supplies the application layer with data in order to perform the appropriate calculations and processes according to the selected methodologies.

4 WEBPAGE REQUIREMENTS

The website was designed taking into account the following:

- To be simple and light
- More informative as possible
- Maintenance easiness & content update

As regards the website content, the basic public information that is required to be provided by SciNetNatHaz web-page includes:

- Project overall and specific objectives
- Partners involved
- Project Achievements
- Upcoming Events &News
- Contact Information
- Redirection links to social networks

Advanced information and functionalities that are provided or are intended to be provided by SciNetNatHaz web-page includes:

- Connection to the Web-GIS server
- Useful documents such as presentations and training manuals
- Data Upload-Download Capabilities



5 PROJECT'S WEBSITE DEVELOPMENT

5.1 CURRENT VERSION

The current version is the latest version of the project's website and was performed with the Content source Management "WordPress" use of open System (CMS) (https://wordpress.org/). Basically, WordPress is web software that facilitates creation, publishing and management of website content through a central interface. WordPress is the most popular CMS among others since it provides some features such as security, stability, flexibility and "Search Engine Optimization" (SEO) capabilities. It is based on php programming language but it is not required any programming skills to be installed and maintained. Moreover, it provides ready to use templates as well as thousands of plugins which can be exploited to develop a website even by non-experts. The website's changes and content update can be performed through a PC that has internet connection without any need of special software, just with the use of a web browser. In the following picture is depicted the "WordPress" user interface environment.

🚯 🏠 Your WordPre	ss Site 👎 0 🕂 New		Howd	y, Joe Blogg 📘
Dashboard	Dashboard		Screen Options 🔻	Help 🔻
Home Updates	At a Glance	Quick Draft		
📌 Posts	All Posts	Title		
9) MediaPages	Add New ng Twenty Sixteen theme. Categories	What's on your mind?		
Comments	Tags Fly-out menu	Save Draft		
 Appearance Plugins 	Publi Jan 1: a "fly-out" menu options will display a "fly-out" menu	Drafts Vroom Vroom May 26, 2014		
🍒 Users	Sep 7th 2014, 3:31 pm Spaceflight May 20th 2014, 8:13 pm LEGO Timelapse	Draft April 9, 2013 This post is drafted and not published yet.	lt should	

Fig1. Wordpress User interface - main menu

Below are described in brief the main menu options and their use of WordPress CMS.

• Dashboard

This will display your main Dashboard 'homepage'. In the top left of your Dashboard you'll see some brief stats on the number of Posts, Pages, Categories and Tags contained within your site, as well as the total number of comments and approved comments. There's also a summary of how many Spam Comments you currently have.

• Posts

This is where you can create a new Blog Post. You can also update your Categories and Post Tags.

• Media



This is where all your uploaded images, documents or files are stored. You can browse through your Media library, as well as edit and update the files.

• Pages

This is where you create and maintain all your Pages.

• Comments

You can manage all your Comments within this section, including replying to comments or marking them as spam.

• Appearance

This menu is where you control how your site looks. You can choose a new Theme, manage your site Widgets or Menus and even edit your site theme files.

• Plugins

Plugins extend and expand the functionality of WordPress. You can add or delete plugins within here as well as activate or deactivate them.

• Users

This screen lists all the existing users for your site. Depending on your Role, you can also add new users as well as manage their Roles.

• Tools

This section gives you access to various convenient tools. You can also Import data to your WordPress site or Export all your WordPress data to a file.

• Settings

This is where your site is configured. Among other things, it allows you to configure your site name and URL, where your Posts appear, whether people can leave Post Comments or not and numerous other settings. Most times, once your site is setup, there's no need to change any of the settings within this section.

At the bottom of the menu you'll see a link called Collapse menu. Clicking this will hide the menu and simply display their icons instead. Click the small arrow icon again to expand the menu.

Occasionally when you install a plugin, they will have their own configuration or setup pages. The location of these will be entirely dependent on the individual plugin but most times these



pages will either appear within the Tools section, the Settings section or in a completely new menu section at the bottom of the menu.

5.1.1 SOFTWARE COMPONENTS

• DATABASE SERVER : My SQL 5.7

MySQL 5.7, the latest version, is an open source database and provides a new, advanced feature set, and generally has more enhanced features than the previous versions, which can be summarized as follows (<u>http://www.mysql.com/why-mysql/white-papers/whats-new-mysql-5-7/</u>):

- 3x Faster Performance
- New Optimizer
- Native JSON Support
- Multi-source Replication
- GIS Spatial Extensions
- And other important enhancements
- CONTENT MANAGEMENT SYSTEM: WORDPRESS 4.4.1

In this paragraph are described some of the features that come as standard with WordPress (https://wordpress.org/about/features/)

Simplicity: Can be used even by non -experts; simple main menu environment

Flexibility: It allows the creation of any type of website you want, such as a personal blog or website, a government website, etc., even a network of websites.

Publish: Provides as easy way of Posts and Pages creation, as well as you are able to format them easily, to insert media, and with the click of a button the content is live and on the web.

User Management: provides different user access privileges, such as administrator: manage the site, editor: work with content, etc.

Media Management: Facilitates the management of the media files (photos, pdf files etc.)

Full Standards Compliance: Every piece of WordPress generated code is in full compliance with the standards set by the W3C. This means that the website will work in today's browser, while maintaining forward compatibility with the next generation of browser.



Easy Theme System: WordPress comes bundled with two default themes, but there is a theme directory with thousands of themes in order to create a website.

Extend with Plugins: WordPress comes along with full of features for every user. For every other feature there's a plugin directory with thousands of plugins such as complex galleries, social networking, forums, social media widgets, spam protection, calendars, fine-tune controls for search engine optimization, and forms.

Search Engine Optimized: WordPress is optimized for search engines. Moreover, there are plenty of SEO plugins that can be used.

Easy Installation and Upgrades: WordPress provides an easy way for installation and upgrade.

Freedom: WordPress is licensed under the GPL which was created to protect your freedoms. You are free to use WordPress in any way you choose: install it, use it, modify it, and distribute it. Software freedom is the foundation that WordPress is built on.

Community: As the most popular open source CMS on the web, WordPress has a vibrant and supportive community.

• WORDPRESS PLUGIN'S

In order to provide a more comprehensive website as well as to facilitate some management procedures different plugins have been used as described below.

Better Analytics: The Better Google Analytics plugin (https://wordpress.org/plugins/better-analytics/) allows you to easily add Google Analytics code to your website and gives you the power to track virtually everything. Better Google Analytics includes heat maps, reports, charts, events and site issue tracking in your WordPress admin area without the need to log into your Google Analytics account.

Contact Form 7: Facilitates the management of multiple contact forms, plus you can customize the form and the mail contents flexibly with simple markup (https://wordpress.org/plugins/contact-form-7/).

Font Awesome: Provides a pictographic font set of 361 icons; scalable vector icons that can instantly be customized (<u>https://wordpress.org/plugins/font-awesome/</u>).

Google Language Translator:Provides a simple way to integrate Google Translator to thewebsitebyusingasingleshortcode,[google-translator](https://wordpress.org/plugins/google-language-translator/).

Huge IT Google map: Facilitates the integration of Google Maps features into the website (<u>http://huge-it.com/google-map/</u>).



Really Simple CAPTCHA: This plugin provides Captcha codes in order to protect websites against bots by generating and grading tests that humans can pass but current computer programs cannot. (https://wordpress.org/plugins/really-simple-captcha/).

Redux Framework: Redux is a simple, truly extensible options framework for WordPress themes and plugins. It facilitates the customization of WordPress themes (https://wordpress.org/plugins/redux-framework/).

• WEB SERVER: INTERNET INFORMATION SERVICE 7.5

Internet Information Services (IIS) for Windows® Server (<u>http://www.iis.net/overview</u>) is a flexible, secure and manageable Web server for hosting anything on the Web. From media streaming to web applications, IIS's scalable and open architecture is ready to handle the most demanding tasks.

The basic features of IIS Web-server include:

- Control: Centralized Web Farm Management/ Delegated Remote Management/ Powerful Admin Tools
- Reliability: Scalable Web Infrastructure/ Dynamic Caching and Compression/ Rich Diagnostic Tools
- Security: Enhanced Server Protection/ Secure Content Publishing/ Access Protection
- Choice: ASP.NET and PHP Support/ Modular and Extensible Web Server/ Integrated Media Platform

5.1.2 WEBSITE CONTENT

In this paragraph is described in brief the website content as it was integrated under different menus and submenus. In the picture below (Fig2) is depicted the "Home" page of the project's website (<u>http://scinetnathaz.net/</u>).

Menu features	Description	Submenus	Description
Home page	Main entrance page; provides links to other website pages and also to WEBGIS platform; project's short info note		
The project	Describes the project's overall objective and specific objectives as well	Project Implementation Areas Project's timetable	Depicts in a map the areas of interest of the project Depicts the project's timetable



Partners	Provides information about project's partners and links to partner's institution webpages		
Events	Contains information about the project's events	Each Event is presented in a separate subpage	
	Provides the project's dissemination material	Posters	Promotional posters, leaflets, brochures
Publicity		Presentations	Conferences presentations
		Press Releases	
Documents	Contains the project's documents about results and findings, for public information and training manuals of open seminars		
Achievements	Describes in brief the project's achievements		
Open Seminars	Provides information in relation to project's open seminars (agenda, presentations, event photos etc.)	Each seminar event is presented in a separate subpage	
News	In this page is presented all the project's news		
Links	Provides useful links to other webpages of authorities, Institutes, Centers, etc.		
Contact us	provides detailed contact information and contact form		





Fig2. Project's website home page & main menu items - Final version

Another advantage of the final version is that the project's website is fully "responsive" which means that the webpage provides an optimal viewing and interaction experience-easy reading and navigation with a minimum of resizing, panning, and scrolling-across a wide range of devices (from desktop computer monitors to mobile phones). In the pictures below are depicted screenshots of the project's website through mobile phone and tablet.



Fig3. Project's website home page through mobile phone





Fig4. Project's website home page through tablet

5.2 PREVIOUS VERSIONS

In this section are presented the main technical features of the previous version of the project's website

5.2.1 SECOND VERSION

The previous version (second) was developed with the use of open source Content Management System (CMS) "Joomla" (<u>http://www.joomla.org/</u>). In the next paragraphs are described the main software components that have been used.

5.2.1.1 SOFTWARE COMPONENTS

• DATABASE SERVER : MY SQL 5.1

MySQL, is the world's most popular open source database for cost-effectively delivering reliable, high-performance and scalable e-commerce, online transaction processing, and embedded database applications. It is an integrated, transaction safe, ACID-compliant database with full commit, rollback, crash recovery, and row-level locking capabilities. MySQL delivers the ease of use, scalability, and high performance, as well as a full suite of database drivers and visual tools to help developers and DBAs build and manage their MySQL applications. The MySQL



Databaseprovidesthefollowingfeatures(http://www.mysql.com/products/enterprise/mysql-datasheet.en.pdf):

- High Performance & Scalability to meet the demands of exponentially growing data loads and users.
- Self-healing Replication Clusters to improve scalability, performance and availability.
- Online Schema Changes to meet changing business requirements.
- **Performance Schema** for monitoring user & application level performance and resource consumption.
- SQL & NoSQL Access for performing complex queries and simple, fast Key Value operations.
- **Platform Independence** giving you flexibility to develop and deploy on multiple operating systems.
- **Big Data Interoperability** using MySQL as the operational data store for Hadoop and Cassandra.

• CONTENT MANAGEMENT SYSTEM: JOOMLA 2.5

Joomla CMS features (<u>http://www.joomla.org/core-features.html</u>):

User Management: Joomla has a registration system that allows users to configure personal options. There are nine user groups with various types of permissions on what users are allowed to access, edit, publish and administrate.

Authentication is an important part of user management and Joomla support multiple protocols, including LDAP, OpenID, and even Gmail. This allows users to use their existing account information to streamline the registration process.

Media Manager: The Media Manager is the tool for easily managing media files or folders and you can configure the MIME type settings to handle any type of file. The Media Manager is integrated into the Article Editor tool so you can grab images and other files at any time.

Language Manager: There is international support for many world languages and UTF-8 encoding. If you need your Web site in one language and the administrator panel in another, multiple languages are possible.



Banner Management: It's easy to set up banners on your Web site using the Banner Manager, starting with creating a client profile. Once you add campaigns and as many banners as you need, you can set impression numbers, special URLs, and more.

Contact Management: The Contact Manager helps your users to find the right person and their contact information. It also supports multiple contact forms going to specific individuals as well as groups.

Polls: If you want to find out more about your users, it's easy to create polls with multiple options.

Search: Help navigate users to most popular search items and provide the admin with search statistics.

Web Link Management: Providing link resources for site users is simple and you can sort them into categories, even count every click.

Content Management: Joomla's simplified three-tiered systems of articles, makes organizing Web site content a snap. Web site content can be organized in any desirable way and not necessarily in the way it will be on the Web site. Web site users can rate articles, e-mail them to a friend, or automatically save a PDF (with UTF-8 support for all languages). Administrators can archive content for safekeeping, hiding it from site visitors.

On public Web sites, built-in e-mail cloaking protects email addresses from spambots.

Creating content is simple with the WYSIWYG editor, giving even novice users the ability to combine text, images in an attractive way. Once you've created your articles, there are a number of pre-installed modules to show the most popular articles, latest new items, newsflashes, related articles, and more.

Syndication and Newsfeed Management: With Joomla, it's easy to syndicate Web site content, allowing users to subscribe to new content in their favorite RSS reader. It's equally easy to integrate RSS feeds from other sources and aggregate them all on your site.

Menu Manager: The Menu Manager allows the creation of as many menus and menu items as needed. The Web site menu hierarchy (and nested menu items) can be structured completely independently of the Web site content structure. One menu can be put in multiple places and in any desirable style; rollovers, dropdown, flyouts and just about any other Web navigation system can be used. Also automatic breadcrumbs are generated to help users navigate the Web site.

Template Management: Templates in Joomla are a powerful way to make a Web site look exactly the way it is supposed to and either use a single template for the entire site or a separate template for each site section. The level of visual control goes a step further with powerful template overrides, allowing the customization of each part of the Web pages.



Integrated Help System: Joomla has a built-in help section to assist users with finding what they need. A glossary explains the terms in plain English, a version checker makes sure you're using the latest version, a system information tool helps you troubleshoot, and, if all else fails, links to a wealth of online resources for additional help and support.

System Features: Speedy page loads are possible with page caching, granular-level module caching, and GZIP page compression.

There is a debugging mode and error reporting to assist administrators to troubleshoot functional issues that may appear.

The FTP Layer allows file operations (like installing Extensions) without having to make all the folders and files writable, making your site administrator's life easier and increasing the security of the Web site.

Administrators quickly and efficiently communicate with users one-on-one through private messaging or all site users via the mass mailing system.

Web Services: With Web services, Remote Procedure Calls (via HTTP and XML) can be used. XML-RPC services with the Blogger and Joomla APIs can be also integrated.

Powerful Extensibility: These are just some of the basic Joomla features and the real power is in the way you customize Joomla. More data on Joomla capabilities can be found in the Joomla Extensions Directory.

• WEB SERVER: INTERNET INFORMATION SERVICE 7.5

Internet Information Services (IIS) for Windows® Server (<u>http://www.iis.net/overview</u>) is a flexible, secure and manageable Web server for hosting anything on the Web. From media streaming to web applications, IIS's scalable and open architecture is ready to handle the most demanding tasks.

The basic features of IIS Web-server include:

- Control: Centralized Web Farm Management/ Delegated Remote Management/ Powerful Admin Tools
- Reliability: Scalable Web Infrastructure/ Dynamic Caching and Compression/ Rich Diagnostic Tools
- Security: Enhanced Server Protection/ Secure Content Publishing/ Access Protection
- Choice: ASP.NET and PHP Support/ Modular and Extensible Web Server/ Integrated Media Platform



In the following picture (Fig5.) is presented a screenshot of the second version of the project's website



Fig5. ScinetNatHaz website Home page (http://www.scinetnathaz.net/) – second version

5.2.2 FIRST VERSION

The first version of the project's website was a simple design in order to facilitate the project's procedures immediately after the kick off.

The Web-Site was hosted on Technological Institute of Kentriki Makedonia Web-Server in URL: <u>http://scinetnathaz.teiser.gr</u> and provided the following sections:

- Home Page
- The Project
- Partners
- kick off meeting
- Web GIS



- News
- Contact



Fig6. ScinetNatHaz website Home page – First version

6 PROJECT'S WEBSITE STATISTCS

In order to follow up the website traffic, "Google Analytics" tool (https://www.google.com/analytics/) was incorporated into web site.

In the following table are presented summarized statistics of the project's webpage.

Page Views	Unique Page views	Avg. Time on Page	Sessions	Users	
3951	3890	0:03:42	3682	3376	
Note: Page views: is the total number of pages viewed. Repeated views of a single page are counted. Unique Page views: is the number of sessions during which the specified page					
was viewed at	least once.		_	-	



Average Time on page: The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

Sessions: Total number of Sessions within the date range. A session is the period time a user is actively engaged with your website

Users: Users that have had at least one session within the selected date range. Include both, new and returning users.

7 SOCIAL MEDIA CHANNELS

In order to promote the project and to disseminate the project's results and events, social media channels were used during the project's life. For this reason Facebook page (<u>https://www.facebook.com/Scinetnathaz</u>) as well as a Twitter account (<u>https://twitter.com/scinetnathaz</u>) were created. Moreover, for the multimedia files (videos) dissemination, a YouTube (<u>https://www.youtube.com/user/SciNetNatHaz</u>) account was created.



Fig7. ScinetNatHaz - Facebook page



In comparison between the main social media channels (Facebook and twitter) Facebook was more suitable for the project's dissemination since, twitter is used mostly for instant posts & news. Moreover, twitter has the limitation, of 140 characters for each post and that way restricts the posts content that have to be published. Also, Facebook is regarded most popular among the other social media and is used by 400 million users.

In the following paragraph are presented summarized statistics of the project's Facebook page.

Summarized Facebook page insights:

• Total page fans "Likes" : 459

	Average Daily Page Engaged Users	Average weekly Page Engaged Users	Average Monthly Page Engaged Users	Average Monthly Total Reach	Average Monthly: People who Interacted		: People
					clicks	photo view	video play
2013	No Data Available						
2014	4	24	70	298	26	58	6
2015	7	45	156	1028	82	108	10
%increment	75	88	123	245	215	86	69

• Page Engagement, Reach & Interaction

Note:

***Engaged Users**: The number of people who engaged with your Page. Engagement includes any click or story created. (Unique Users)

** **Total Reach**: The number of people who have seen any content associated with your Page. (Unique Users)

*****People who interacted**: The number of people who clicked on any of your content, by type. Stories that are created without clicking on Page content (ex, liking the Page from timeline) are not included. (Unique Users)

• Post Reach & Impressions

	Average Lifetime Post Total Reach	Average: Lifetime Post Total Impressions
2014	103	125
2015	480	480
%increment	366	285

Note:

* Total Reach: The total number of people your Page post was served to. (Unique Users)



** **Total Impressions**: The number of people who saw your Page post in news feed or ticker, or on your Page's timeline. (Unique Users)



• Demographics – People who liked the page

• Location

Country	Your Fans	Georgia	1
Greece	391	Sweden	1
Turkey	19	France	1
Romania	14	Italy	1
Ukraine	5	Iran	1
Bulgaria	5	United Arab Emirates	1
United States of Amer	4	Peru	1
Cyprus	3	Norway	1
Moldova	2	Netherlands	1
Switzerland	2	Germany	1
United Kingdom	2	Bosnia & Herzegovina	1
		Spain	1