



# Cyber Security for Europe

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## D9.4 Website and Social Media Accounts 2

Document Identification	
Due date	31 January 2020
Submission date	31 January 2020
Revision	2.0

Related WP	WP9	Dissemination Level	PU
Lead Participant	TDL	Lead Author	Christine Jamieson (TDL)
Contributing Beneficiaries	TDL	Related Deliverables	D9.1, D9.9, D9.15, D9.22

**Abstract:** This document describes the work undertaken to provide and manage the CyberSec4Europe project website and social media accounts including future development plans.

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## **Executive Summary**

This document describes the progress of the new CyberSec4Europe website and what further developments are planned in the short and medium term.

The document also includes an update on the project's social media accounts including Twitter, LinkedIn and CyberSec4Europe's YouTube channel, launched at the November concertation event in Toulouse, as part of the Communications Strategy [Deliverable D9.3].

The website and social media accounts will continue to evolve, adapting to the latest project developments, and as a result of continuous monitoring via appropriate tools such as Google Analytics and Sprout Social.

The CyberSec4Europe website and social media accounts will evolve significantly during the course of the 42-month project and these changes, and their impact with relevant stakeholders, will be the subject of three further status reports at M24 (D9.9), M36 (D9.15) and M42 (D9.22).

## Document information

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### History

1.0	2020-01-13	Christine Jamieson	1 <sup>st</sup> Draft
2.0	2020-01-30	Christine Jamieson	2 <sup>nd</sup> Draft

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# 1 Role of the Website and Social Media

The website and social media accounts are the major communication channels of CyberSec4Europe for the dissemination of results and project activities to the stakeholder community. Specifically, they will act as an information platform for the project's Advisory Board members, Members of the European Parliament, the European Commission, ENISA, ECSO and the other three Cyber Competence Network pilots (SPARTA, ECHO and CONCORDIA).

As part of CyberSec4Europe's Communications Strategy<sup>1</sup>, WP9 produced a Communications Handbook for project partners, hard copies of which were distributed at the General Assembly in November 2019 (*see figure 1*). The handbook outlines the objectives of the overall communications and dissemination strategy for the project. By defining the various target audiences for the project, alongside the different communications channels and what their respective strengths are, it explains the thinking behind the re-designed website. It also explains how an integrated social media strategy enhances partners' ability to reach the widest possible audiences. By offering practical tips on the use of Twitter and other social media, it encourages all partners to link their postings/accounts to the project social media sites and use the most effective hashtags. This demonstrates to every partner how they can contribute to the overall narrative of the project continuously.



Figure 1 CyberSec4Europe's Communications Handbook: "Cyber Security for Europe – let's talk about it"

## 2 Website

<sup>1</sup> See Deliverable D9.3 *Dissemination and Awareness Plan*

## 2.1 Domain

The cybersec4europe.eu domain, acquired in May 2018, continues to be the one used by the project and there are no plans to migrate away from it. However, there is a possibility that a further domain might be acquired in relation to the work of T9.4, whereby a website designed as a user-friendly interface for citizen awareness might be developed. This will become clearer as the pilot activities associated with this task evolve over the next six-nine months.

## 2.2 Website Hosting and Content Management System

The current CyberSec4Europe website <https://www.cybersec4europe.eu> was first published on 18 February 2019 and has been regularly updated since. It is based on WordPress 5.3.2 and is hosted by FlyWheel, a leading WordPress hosting provider, at a data centre in Frankfurt.

## 2.3 Website Security

FlyWheel have extensive security policies, which are described in their security white paper<sup>2</sup>. In addition to the Flywheel security, the CyberSec4Europe site is monitored via ManageWP, a monitoring and maintenance dashboard, which is set to provide alerts if the site goes offline or there are any unpatched vulnerabilities. Full automatically-updated privacy and cookie policies are provided via [iubenda.com](http://iubenda.com) and anonymised IP addresses stored by Google Analytics.

## 2.4 Website Re-design

After a major re-design, the website was re-launched in November 2019 with a focus on news content. The website also incorporates enhanced branding which helps establish the project's online identity in a busy space.<sup>3</sup> The home page has a prominent news section with new articles appearing weekly, giving updates on all areas of the project, often tied in with the availability of deliverables (*see figure 2*). Therefore, visitors to the site can often link to the deliverables, where appropriate.

## 2.5 The News Focus

The News page also allows CyberSec4Europe events to be publicised prominently, such as the first concertation event that took place in Toulouse from 13-15 November 2019 (*see figure 4*).

It can also host guest articles/opinion pieces from contributors external to the project, as appropriate. The ambition is for this site to be a useful go-to resource for all those in the cybersecurity domain beyond those directly involved in the project. Content has been edited to ensure that it is accessible by the non-specialist, whilst allowing those who wish to deep-dive into more technical material the ability to do so by providing the necessary links to the project deliverables (*see figure 3*).

Linkage to other social media activity is crucial here [*see below*, [3 Social Media](#)]. News stories are further promoted through Twitter and LinkedIn, which in turn draws visitors back to the main site to ensure the overall scope and ambitions of the project are given prominence.

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<sup>2</sup> <https://getflywheel.com/wp-content/uploads/2018/04/flywheel-security-white-paper.pdf>

<sup>3</sup> There are currently 73 EU-funded projects in the area of cybersecurity. Ref: [cyberwatching.eu](http://cyberwatching.eu)

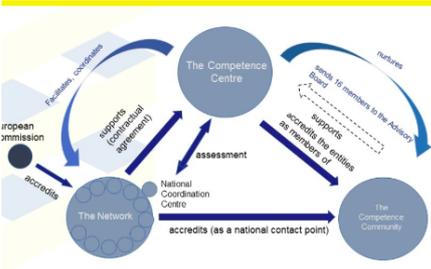
In the two and a half months that the new site has been functioning the following news articles have been published:

- Security, Privacy and Usability – can we have them all?, *20 January 2020*
- CyberSec4Europe Panel Discussion on the European Cybersecurity Competence Network and Centre, *13 January 2020*
- Designing a Governance Structure for Europe’s Cybersecurity Community, *9 January 2020*
- Research Challenges and Requirements to Manage Digital Evidence, *9 January 2020*
- Identifying Cross-sector Enablers for Privacy and Cybersecurity, *20 December 2019*
- Assessing Cybersecurity Risk Using “Capture the Flags,” *5 December 2019*
- Common Framework for CyberSec4Europe, *28 November 2019*
- CyberSec4Europe is Featured in the Italian Press, *28 November 2019*
- CyberSec4Europe Comes to Toulouse!, *22 November 2019*
- OcSSImore Association Reception, *11 November 2019*
- Toulouse Welcomes Cybersecurity for Europe 2019, *10 November 2019*
- Keynote Address, *10 November 2019*
- Info Session on Public Private Partnerships, *10 November 2019*
- New Publications from CyberSec4Europe, *10 November 2019*



Figure 2 Current CyberSec4Europe homepage

Home > News



### Designing a Governance Structure for Europe's Cybersecurity Community

We are striving to make Europe more secure and more competitive: a global leader in cybersecurity. However, there are still some hurdles to realising this ambitious goal. Insufficient cooperation between Member States, industry and academia is leading to the isolation of research and development, as well as to a skills shortage; insufficient investment is not helping matters either. The ultimate ... [Read More](#)

09 January 2020

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Research Challenges and Requirements to Manage Digital Evidence

09 January 2020



CyberSec4Europe @CyberSec4Europe

We hope everyone had a wonderful festive period. We're very excited for what 2020 will bring! What developments would you like to see in cybersecurity for the new decade?

#cybersecurity #europe

8:06 pm · 03 January 2020



Identifying Cross-sector Enablers for Privacy and Cybersecurity

Figure 3 The News section of the CyberSec4Europe website

22 November 2019

## CyberSec4Europe Comes to Toulouse!

Cybersecurity For Europe 2019, the first of three annual CyberSec4Europe consultation events, brought together significant European cybersecurity stakeholders including representatives of all four pilot projects in Toulouse from 13-15 November. Hosted by the Occitanie Region at the seat of the regional council of Occitanie, the three days of collaboration, conversation and networking featured high-level participants from industry, academia, government from across the European cybersecurity competence network.



Figure 4 Event publicity on the website



Figure 5 CyberSec4Europe's Twitter feed directing traffic to main website

## 2.6 Other Improved Features of the Website

The layout of the new website can be seen at *figure 10*.

### 2.6.1 Events Page

The Events page, apart from highlighting all forthcoming CyberSec4Europe events (*see figure 4*), also contains a useful listing of many other cybersecurity-related events that project partners are actively involved with, including links to the event websites (*see figure 6*).

Reports of all past events are also featured in this section for historical record.

### 2.6.2 Publications Database

Beyond listing all the project deliverables, the Publications page is linked to a collated and maintained database that gives visitors to the site the ability to download many other technical cybersecurity-related publications that project partners have authored or co-authored (*see figure 7*).

### 2.6.3 Workpackages

All of the workpackages are described at a high level on this page, with links to the each of the workpackage leaders and acknowledgement of participating partners. In addition, a summary document contains details of each of the tasks and the email address of the workpackage leaders in order to make the project accessible to potential new associate partners.

## What's on

26 - 28 May 2020

35th IFIP TC-11 SEC 2020 International Information Security and Privacy Conference [↗](#)

The IFIP SEC conferences aim to bring together primarily researchers, but also practitioners from academia, industry and governmental institutions....

## Previous events



**Cybersecurity For Europe 2019**

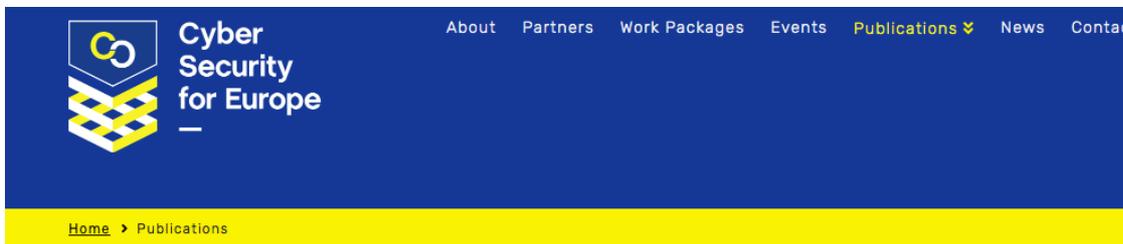
The first CyberSec4Europe consultation event brought together significant European cybersecurity stakeholders in Toulouse, 13-15 November!



**CyberSec4Europe General Meeting**

CyberSec4Europe is running its third general meeting at IRIT in Toulouse on 12-13 November, immediately prior to Cybersecurity For Europe 2019.

Figure 6 What's On section listing other events



Home > Publications

This following publications have been authored or co-authored by CyberSec4Europe partners.

Document Title	Published	
<b>Enforcing behavioural profiles through Software-Defined Networks in the Industrial Internet of Things</b> Sara Nieves Matheu (UMU), Alejandro Molina Zarca (UMU), José Luis Hernández Ramos (European Commission), Jorge Bernal (UMU), Antonio Skarmeta (UMU)	2019	<a href="#">DOI</a>
<b>Practical Password Hardening Based on TLS</b> Constantinos Diomedous and Elias Athanasopoulos	2019	<a href="#">DOI</a>
<b>Cookie Synchronization: Everything You Always Wanted to Know But Were Afraid to Ask</b> Panagiotis Papadopoulos, N. Kourtellis, and Evangelos Markatos	2019	<a href="#">Download</a>

Figure 7 Publications database link

## 2.7 Website Traffic Analysis

The analytics from the last 90 days a spike in activity November when the concertation event took place, and the site was re-launched. However, the figures from this period do not give an accurate snapshot as they cover a period when the site was being worked on by the web builder to resolve some technical issues, and the two-week holiday period in December/January. Traffic is monitored on a monthly basis to check on fluctuations, both positive and negative in order to be able to identify and analyse what influencing factors might have been at play and consequently what can be done to boost growth (*see figure 8*).

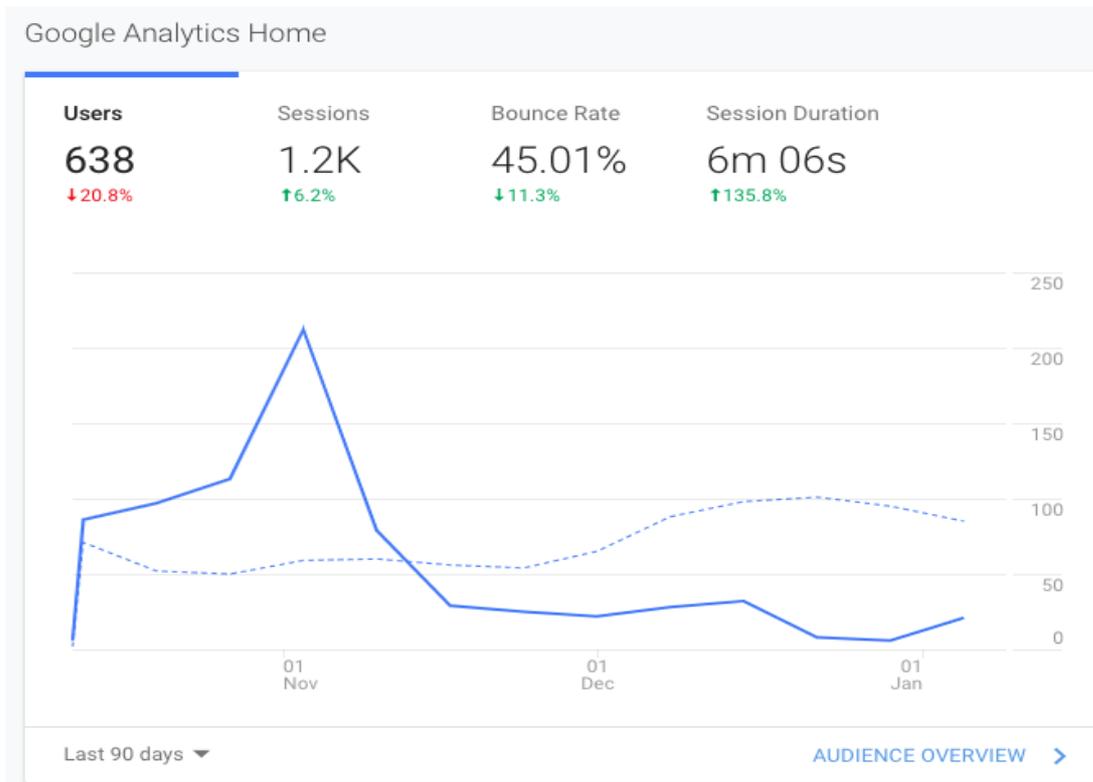


Figure 8 Google Analytics figures for the total number of visits to the website

## 2.8 Availability

The new website has been designed to be accessible on desktop, tablet and mobile devices (*see figure 9*).

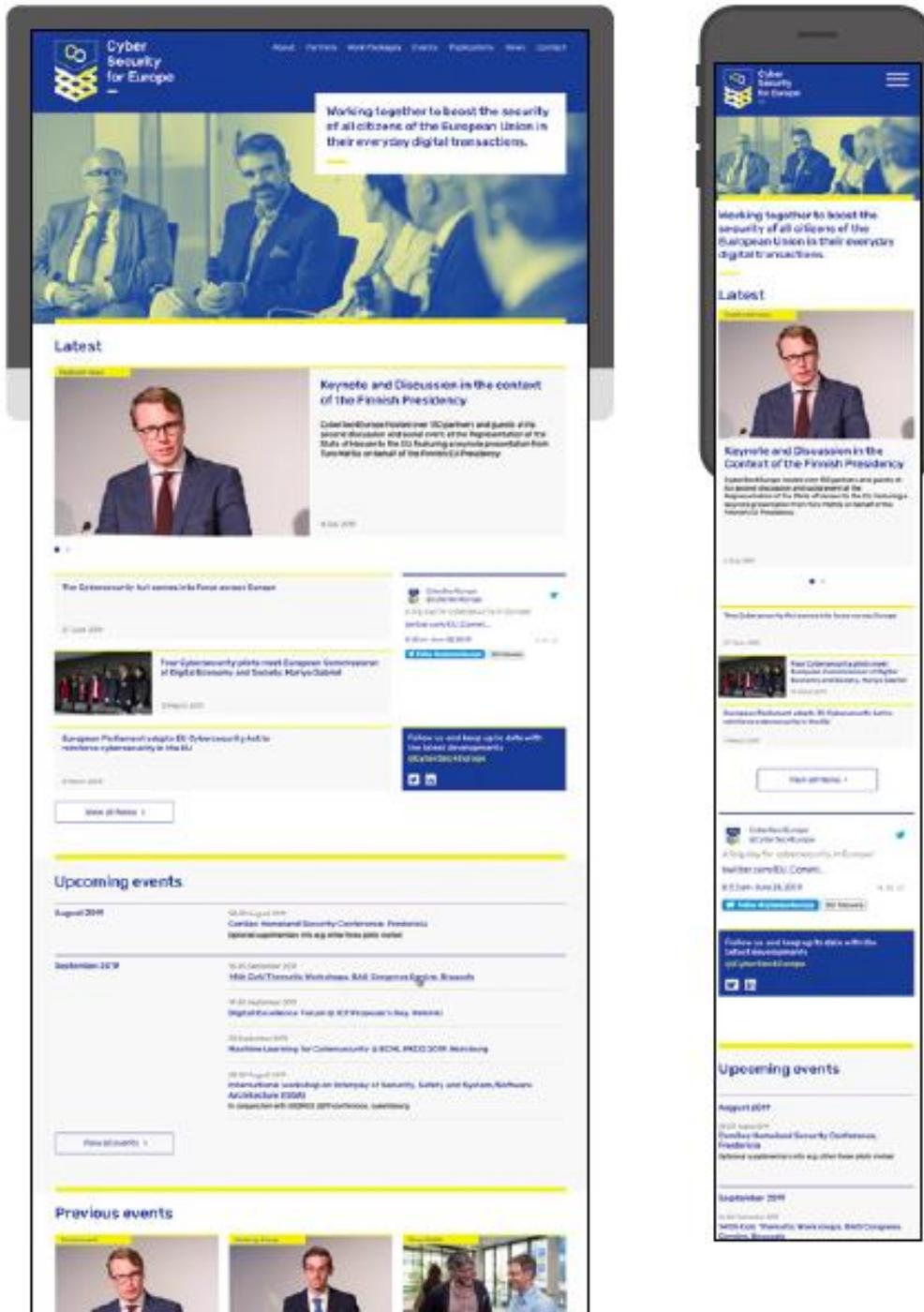


Figure 9 The site in desktop and mobile format

## 2.9 Site Map

The current website is structured as follows:

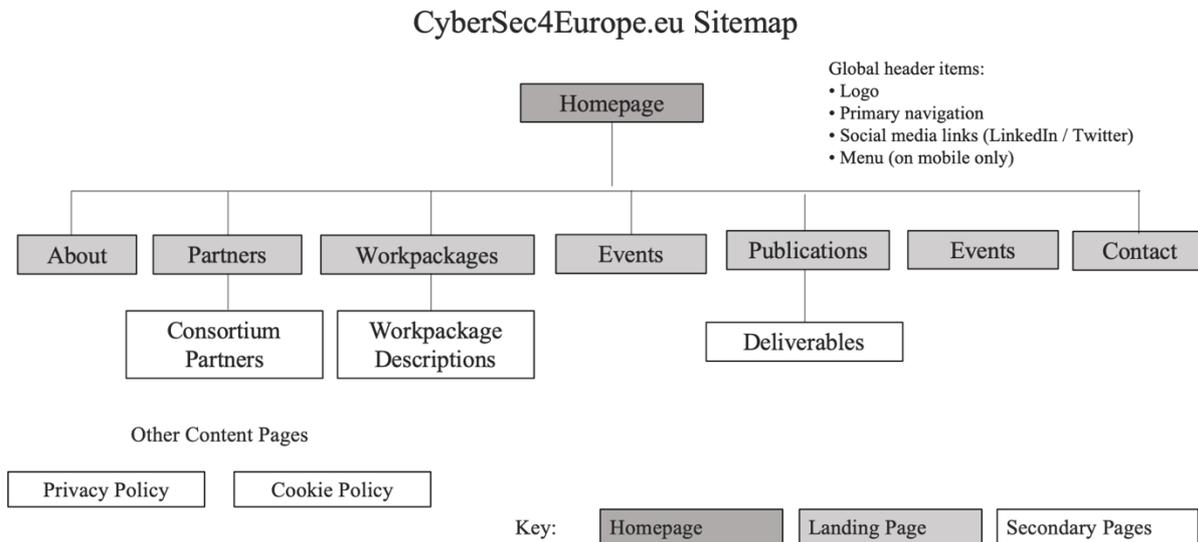


Figure 10 Current CyberSec4Europe site map

## 3 Social Media

### 3.1 Twitter

The CyberSec4Europe Twitter account (@CyberSec4Europe) has grown steadily since its creation in October 2018. Following an active push, the number of followers is currently 465. Postings are intended to send traffic through to the News page of the website, to give visitors more context to the Twitter tweet. More eye-catching graphics-based tweets have also been employed to boost the efficacy of the platform (*see figure 11*).

The Twitter stats are going to be carefully followed and analysed using the Sprout Social tool [*see below, [4 Sprout Social](#)*]. This will inform decisions about the content of future tweets, and the use of hashtags, to help boost the number of followers.



Figure 11 The CyberSec4Europe Twitter page

### 3.2 LinkedIn

CyberSec4Europe currently has 247 LinkedIn followers. The potential of this platform is being further exploited by publishing blog copy, adapted from the stories on the website News section (*see figure 12*).

### 3.3 YouTube

A decision to use this platform was reached as a way of producing more dynamic video content for the project, with the possibility that it could be developed to host CyberSec4Europe webinars and other short information films and partner interviews. Its initial use was to publicise Commissioner Gabriel's pre-recorded address to the Toulouse concertation event (*see figure 13*).

More targeted content is planned to be produced during the second year of the project and coordinated alongside other social media activity to ensure that all platforms benefit from inter-linkage. Sprout Social is to be employed to this end.

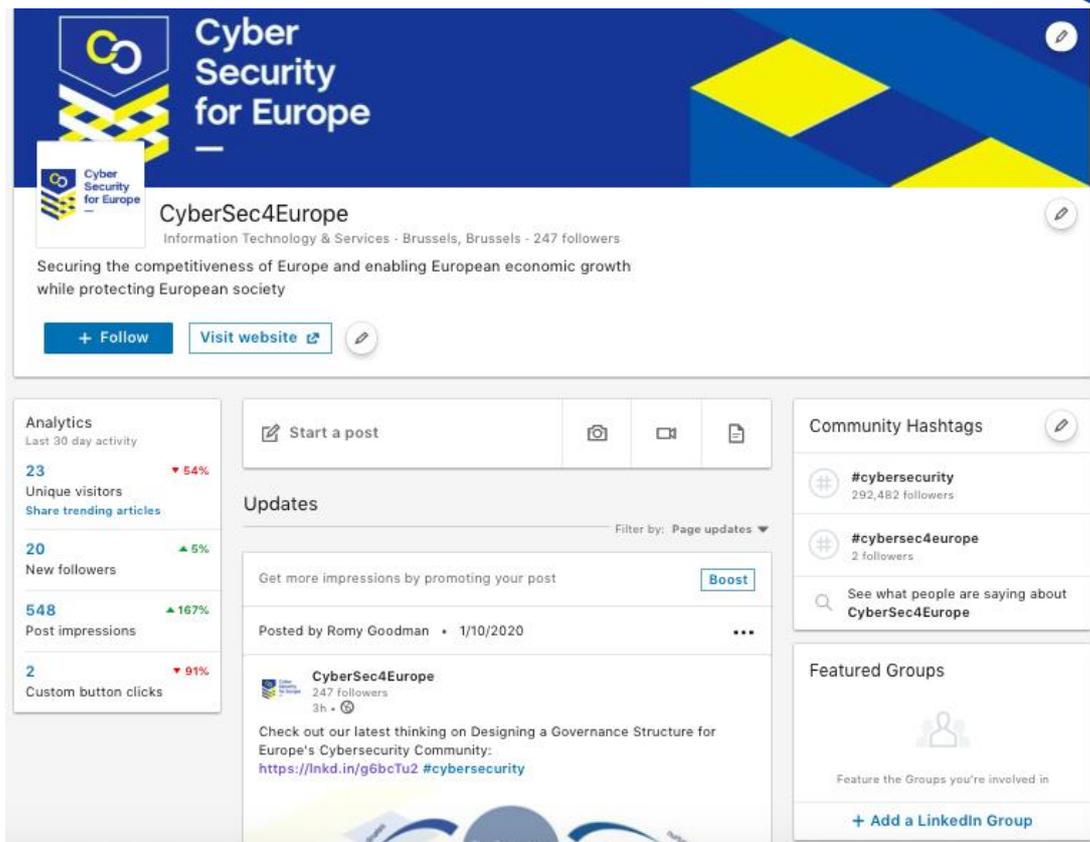
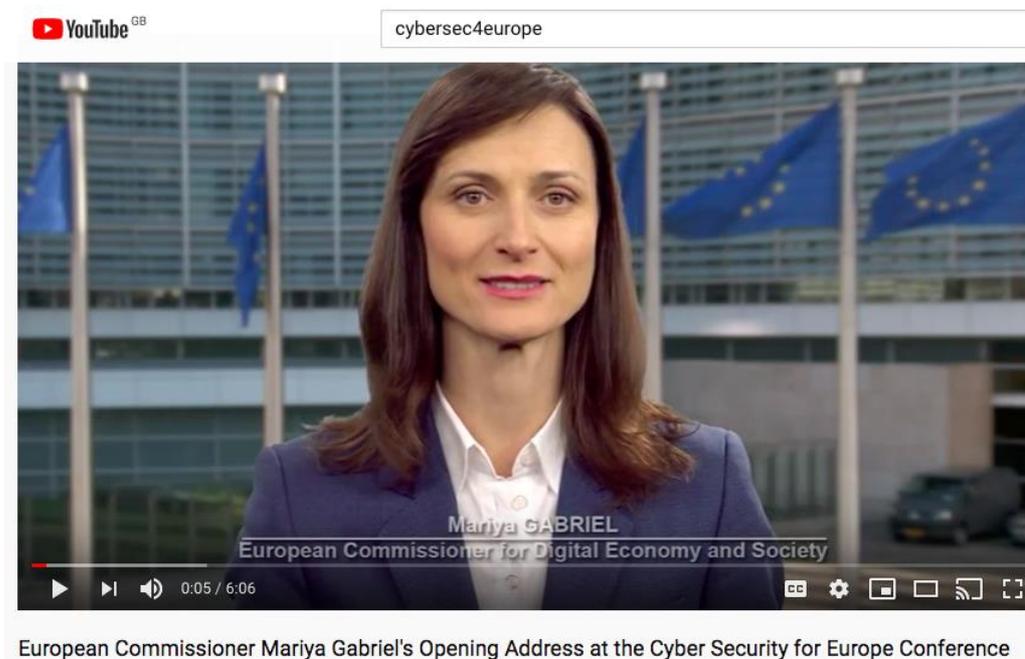


Figure 12 CyberSec4Europe’s LinkedIn page



European Commissioner Mariya Gabriel's Opening Address at the Cyber Security for Europe Conference

Figure 13 CyberSec4Europe’s Youtube Channel

## 4 Sprout Social

In order to most effectively integrate the various social media platforms CyberSec4Europe currently employs, we have recently decided to use Sprout Social, the digital media management tool. This will help us analyse how our posts on the various social media platforms are performing and how we can strengthen them, time our postings at the optimum point, improve our SEO on the website and integrate platforms more effectively. We will produce a full report of our performance using this tool for the next update report deliverable. However, we will of course be using its data insights on a continuous basis to improve our visibility.

## 5 CyberSec4Europe’s role within the Four Pilots Communication Group

CyberSec4Europe has contributed actively to the work of the communications group of the four pilots over the last year. The CyberSec4Europe WP9 team commissioned the design of the new collective brand for the four pilots “Cyber Competence Network” (*see figure 14*) and the new accompanying website (*see figure 15*).

The Communications Group built and launched the common website ([cybercompetencenetwork.eu](http://cybercompetencenetwork.eu)) that was formally launched on stage by Despina Spadou and others at the evening social event of the CONCORDIA General Assembly with a ‘red button’ symbolically being pushed.

The intention of this new unified website is to act as a portal to and complement the websites of the individual pilot projects.

CyberSec4Europe has also helped develop collective tweets from the communications group and re-tweeted all material from the other pilots’ social media feeds, where appropriate, to highlight the collective work being achieved by the four pilots (*see figure 16*).



Figure 14 Logotype for the four pilots – Cyber Competence Network

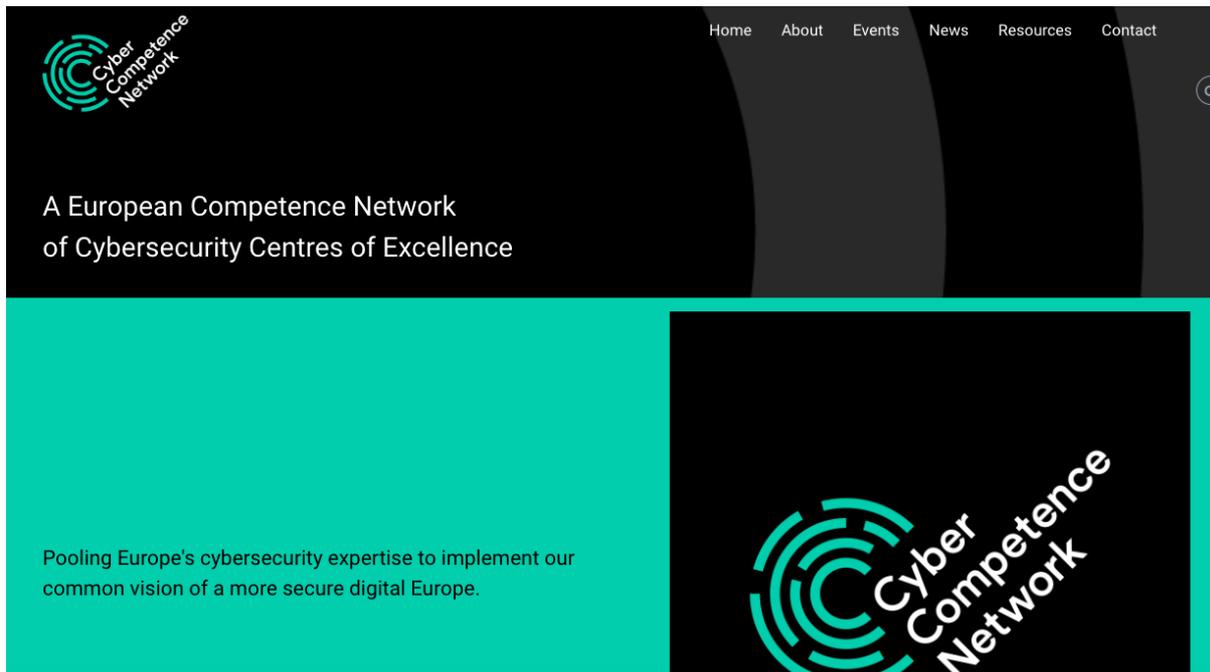


Figure 15 The Cyber Competence Network



Figure 16 Collaborative tweets with other pilots in the Cyber Competence Network