



Cyber Security for Europe

D9.9

Website and Social Media Accounts 3

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

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Executive Summary

This document describes the progress of the CyberSec4Europe website and what ongoing 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. The website and social media accounts continue to evolve, adapting to the latest project developments, and as a result of continuous monitoring and SEO development work. The relationship between CyberSec4Europe's online presence and the development of the four pilots' joint website and social media accounts will also be examined. The CyberSec4Europe website and social media accounts will continue to evolve during the lifetime of the 42-month project and these changes, and their impact with relevant stakeholders, will be the subject of two further status reports at M36 (D9.15) and M42 (D9.22).

Document information

Contributors

Name	Partner
Christine Jamieson	TDL
David Goodman	TDL

Reviewers

Name	Partner
Stephan Krenn	AIT
Pasquale Annicchino	ARCH

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Table of Contents

1	Introduction	1
2	Role of the Website and Social Media	1
3	Website.....	1
3.1	Domain	1
3.2	Website Hosting and Content Management System.....	1
3.3	Website Security.....	1
3.4	Overall Website Structure and Site Map.....	2
4	Website News Articles.....	3
5	CyberSec4Europe’s new Our Community page	4
6	Cybersecurity MSc Education Interactive Survey Map	5
7	Promoting Events.....	6
7.1	CONVERGENCE	6
7.2	Event Listing	6
8	CyberSec4Europe Insights	6
9	Responding to the COVID-19 crisis on the website	7
10	Website Traffic	8
11	Social Media.....	9
11.1	Twitter	9
11.2	LinkedIn.....	10
11.3	YouTube.....	10
12	Working in Collaboration with the Cyber Competence Network Communications Group	11
12.1	The Cyber Competence Network Website and Twitter.....	12
12.2	CONVERGENCE Focus Group	12
13	Working with DG CONNECT	13
14	Conclusion.....	13

List of Figures

Figure 1: Site map for cybersec4europe.eu	2
Figure 2: Home page - latest news stories	4
Figure 3: Sub-brand logos for Friends and Associates	5
Figure 4: MSc education interactive map	5
Figure 5: Headlines from CONVERGENCE website page	6
Figure 6: Promotion for the first Insights webinar	7
Figure 7: CyberSec4Europe response to COVID-19.....	8
Figure 8: Website traffic analysis: users and page views from 1 January 2020 to 1 January 2021.....	8
Figure 9: CyberSec4Europe Twitter account	9
Figure 10: CyberSec4Europe LinkedIn statistics	10
Figure 11: CyberSec4Europe website YouTube video listing	10
Figure 12: The new Insights webinar branding.....	11
Figure 13: The CCN website CONVERGENCE page.....	12
Figure 14: The CCN Twitter account.....	12

List of Acronyms

<i>C</i>	CCN	Cyber Competence Network
	CONCORDIA	Cybersecurity Competence for Research and Innovation
<i>E</i>	ECHO	European network of Cybersecurity centres and competence Hub for innovation and Operations
	ENISA	European Union Agency for Cybersecurity
<i>S</i>	SEO	Search Engine Optimisation
	SPARTA	Strategic Programs for Advanced Research and Technology in Europe

1 Introduction

This report is an annual update on the status and progress of CyberSec4Europe's main communication platforms, namely the project website and social media accounts, and in parallel the website and social media accounts of the joint four pilots' communications channels (the Cyber Competence Network website and Twitter account). It examines what developments have occurred over the last 12 months (since the publication of Deliverable D9.4), what their impact has been and how the overall channels are performing. Further dissemination activities are covered in a series of deliverables, the latest being Deliverable 9.10 which includes project publications.

2 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 its stakeholder community. Specifically, they act as an information platform for Members of the European Parliament, the European Commission, ENISA, ECSO and the other three pilots (SPARTA, ECHO and CONCORDIA). The COVID-19 crisis has over the last twelve months demonstrated the critical importance of these online tools as the project's shop window in the absence of face-to-face meetings.

3 Website

3.1 Domain

The cybersec4europe.eu domain, acquired in May 2018, continues to be the one used by the project and there are no plans to take up any similar domains, although other similar sounding domains were acquired to avoid potential confusion.

3.2 Website Hosting and Content Management System

The current CyberSec4Europe website <https://cybersec4europe.eu> was first published on 18 February 2019, relaunched in November 2019 with a completely new design and has been regularly updated since. It is based on WordPress 5.5.3 and is hosted by FlyWheel, a leading WordPress hosting provider, at a data centre in Frankfurt.

3.3 Website Security

FlyWheel has extensive security policies, which are described in their security white paper¹. 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 ubenda.com and visitors' IP addresses are anonymised for the purposes of Google Analytics.

¹ <https://getflywheel.com/wp-content/uploads/2018/04/flywheel-security-white-paper.pdf>

3.4 Overall Website Structure and Site Map

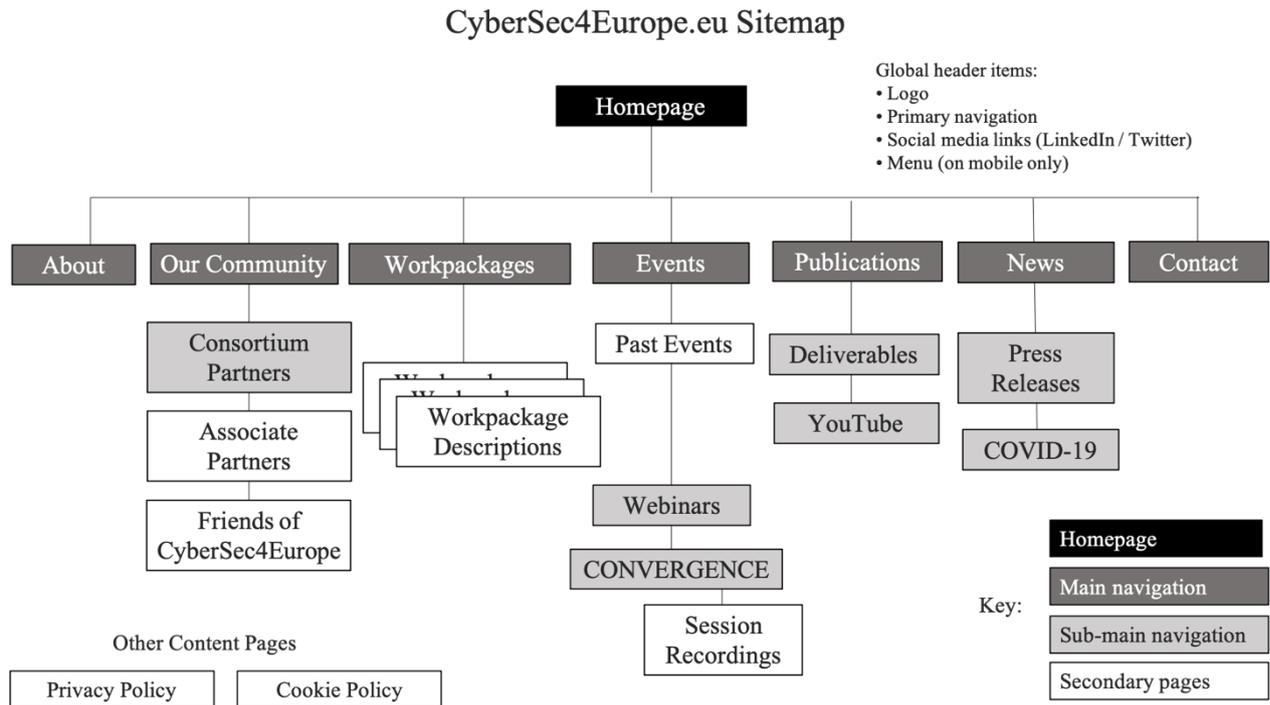


Figure 1: Site map for cybersec4europe.eu

At a high level, the website is divided into the following sections, reachable via the main menu of the homepage (see figure 1):

- **Homepage.** This is the main landing page where visitors usually arrive. It provides users with an overview of all recent updates and important information as well as links to news items and upcoming events.
- **About** provides the visitor with an overview of the high-level goals of CyberSec4Europe, the project’s policy, technical and innovation objectives.
- **Our Community** provides an overview of the European cybersecurity stakeholder community, from the four pilots to, brief descriptions and links of all the institutions participating in CyberSec4Europe as well as the project’s associate partners and a new section for Friends of CyberSec4Europe.
- **Work Packages** provides details about the project’s internal structuring and the goals of the different parts of the project. It has been augmented this year with a series of videos of interviews, carried out on 25-26 February 2020, with the work package leaders who discuss the progress of their tasks and what they see as the challenges going forward. These will be updated early spring 2021.
- **Events** provides information about all planned, current, and past events (co-)organised, supported, or attended by CyberSec4Europe or its partners. More information is provided in Section 6. This part of the site has a further section devoted to the new CyberSec4Europe Insights initiative which will include podcasts and webinars (see Section 7) as well as details of the CONVERGENCE event.
- **Publications** lists all publications generated within the project, ranging from academic papers authored by consortium members to project deliverables. This section will also serve as a one-stop shop for all generated publications after the end of the project.
- **News** provides a summary and archive of all press releases, announcements, etc. of the project. Details are given in Sections 4, 8, and 9. This section of the site also contains the specially created Covid-19 update page (see Section 9)

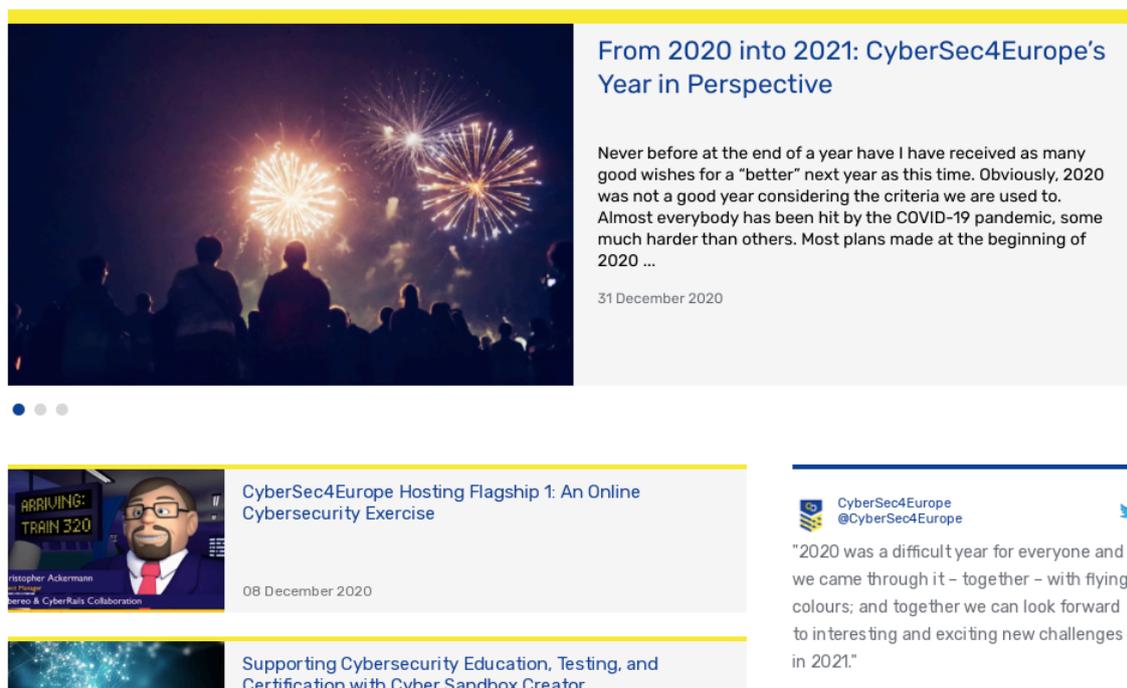
4 Website News Articles

14 months after the new website was launched we have produced a content-rich and varied site, highlighting the many aspects of the project partners' work and including all of the deliverables for easy download access. The stories are thoroughly edited by native English language speakers to ensure that they are accessible not only to cybersecurity professionals but to a broader audience such as legislators, educators, media and the general public. The breadth of news stories mirrors the wide number of activities that project partners have been immersed in (see figure 2). In addition to "news" content about the project there have also been a number of opinion pieces about current debates within the cybersecurity arena. The following stories have featured over the last year:

- A Mapping of Cybersecurity Standards and Research Challenges (6 March 2020)
- Addressing the Shortage of Cybersecurity Skills in Europe (14 February 2020)
- An Education in Preserving Privacy (23 November 2020)
- Composing a Picture from the Puzzle Pieces (30 April 2020)
- CONVERGENCE: When The Legislation And The Four Pilots Converged (18 December 2020)
- COVID-19: A Message From CyberSec4Europe (21 April 2020)
- Cryptology and Network Security (CANS 2020) (11 November 2020)
- CyberSec4Europe Announces New Webinar Series (11 December 2020)
- CyberSec4Europe Hosting Flagship 1: An Online Cybersecurity Exercise (8 December 2020)
- CyberSec4Europe Maps European Cyber Ranges: Training Against Cyber Attacks is Active in Europe (7 October 2020)
- CyberSec4Europe Offers Complementary Input To Cybersecurity Competence Network Governance (18 March 2020)
- CyberSec4Europe and CONCORDIA Organise Survey on MOOC Certification (14 January 2021)
- CyberSec4Europe Announces Second Insights Webinar (17 January 2021)
- CyberSec4Europe's Roadmap for Privacy-Preserving Identity Management (21 January 2021)
- CyberSec4Europe's Recognition by ISO/IEC (16 October 2020)
- Dawex Awarded 'Technology Pioneer' by the World Economic Forum (7 July 2020)
- Designing a Governance Structure for Europe's Cybersecurity Community (23 February 2020)
- Enabling Trust and Preserving Privacy When Sharing Medical Data (8 June 2020)
- ENISA's Latest Report: The Evolving Cyber Threat Landscape (2 November 2020)
- Ensuring the Security and Integrity of Supply Chains (16 October 2020)
- From Ship to Shore: Securing Maritime Transport (15 May 2020)
- From 2020 into 2021: CyberSec4Europe's Year in Perspective (31 December 2020)
- Happy Birthday CyberSec4Europe! (4th February 2020)
- Helping Europe Become GDPR Compliant (30 January 2020)
- How Sharing Information and Data Contributes to Hinder the Spread of COVID-19 and Its Economic Impacts (26 May 2020)
- Leadership, Sovereignty, and Security: Why Europe Should Lead, Rather Than Follow (14 September 2020)
- Overcoming The Barriers To Data Sharing In Europe (1 December 2020)
- Realising Europe's Cybersecurity Strengths and Capacity for the 2020s (1 September 2020)

- Recommending Policies: How To Make A Difference (5 October 2020)
- Research Challenges and Requirements to Manage Digital Evidence (9 January 2020)
- Security Through Encryption And Security Despite Encryption (11 December 2020)
- Security, Privacy and Usability – can we have them all? (20 January 2020)
- Share Your Fraud (30th July 2020)
- SME Cybersecurity Awareness (13 November 2020)
- Supporting Cybersecurity Education, Testing, and Certification with Cyber Sandbox Creator (2 December 2020)
- The European Paradigm of Personal Data and Cybersecurity Regulations (24 February 2020)
- The Future Shape of Cybersecurity Professional Workforces in Europe (20 February 2020)
- Why Security Standards Are Important (13 April 2020)

Latest



The screenshot shows the 'Latest' section of the CyberSec4Europe website. It features three news stories:

- From 2020 into 2021: CyberSec4Europe's Year in Perspective** (31 December 2020): A post with a background image of fireworks. The text reads: "Never before at the end of a year have I have received as many good wishes for a 'better' next year as this time. Obviously, 2020 was not a good year considering the criteria we are used to. Almost everybody has been hit by the COVID-19 pandemic, some much harder than others. Most plans made at the beginning of 2020 ..."
- CyberSec4Europe Hosting Flagship 1: An Online Cybersecurity Exercise** (08 December 2020): A post featuring a cartoon character and a video player. The text reads: "ARRIVING: TRAIN 320". Below the video, it says "Christopher Ackermann" and "Berlino & CyberRail's Collaboration".
- Supporting Cybersecurity Education, Testing, and Certification with Cyber Sandbox Creator**: A post with a blue and white abstract background image.

Figure 2: Home page - latest news stories

5 CyberSec4Europe's new Our Community page

The new Our Community page replaces or rather augments the Partners page by recognising that the CyberSec4Europe along with the other three pilots are moving into a new phase of engagement, as a result of:

- the decision concerning the location of the Cybersecurity Competence Centre and the adoption of the supporting legislation;
- the expected general publication of the Cybersecurity Atlas in March 2021; and
- the closer collaboration of all four pilots through the focus groups as demonstrated at the CONVERGENCE event in December 2020.

As such it was considered important and timely for CyberSec4Europe to acknowledge the ‘bigger picture’ that it is a part of, without losing sight of the project’s 43 partners, who can still be found listed on the Partners page, which is now a sub-domain of Our Community. In addition, with currently some forty plus Associate Partners in the project and an additional community of “Friends of CyberSec4Europe”, we have created new web pages to reflect their involvement. A sub-brand has been created for each of these categories (see figure 3) and a sign up section for site visitors to join the Friends mailing list. Friends receive regular update emails giving them the latest news about the project’s progress and notice of any forthcoming events that they can participate in such as the Insights webinar series.



Figure 3: Sub-brand logos for Friends and Associates

6 Cybersecurity MSc Education Interactive Survey Map

The website also now features an interactive map (see figure 4). This map is based on the work done in [Deliverable D6.2 Education and Training Review](#) and features a clickable directory of MSc courses in cybersecurity across Europe.



Figure 4: MSc education interactive map

7 Promoting Events

The website plays an essential role in promoting events by reaching out to a wide audience, as well as raising awareness of CyberSec4Europe partners' participation in cybersecurity-related conferences and summer schools.

7.1 CONVERGENCE

The second concertation event, CONVERGENCE, 9-11 December 2020, had a specially-designed event page which was designed in parallel with the event page on the Cyber Competence Network (CCN) website (see Section 12). It featured animated GIFs, in the CONVERGENCE event branding, clickable through to the external registration website, hosted by the Representation of the State of Hessen to the EU (see figure 5).

CONVERGENCE

The **Cyber Competence Network**, comprising the four pilots **CyberSec4Europe**, **SPARTA**, **CONCORDIA** and **ECHO**, are delighted to announce a two-day concertation event from **9-11 December** to be hosted online with the friendly support of the Representation of the State of Hessen to the EU.



The event plans to highlight to **the European cybersecurity stakeholder community** the progress that is being made in harnessing European expertise and resources in the broader context of the proposed legislation relating to a European Cybersecurity Industrial, Technology and Research Competence Centre and a Network of National Coordination Centres.

The program outline consists of an introductory evening session with welcome addresses from the four pilot coordinators followed by a high-level panel discussion. The next one and a half days will provide each pilot the opportunity to demonstrate their achievements and results to date through videos, presentations, tools, panel discussions, and will also feature a series of focus groups that showcase the cooperation between the pilots on certain related cybersecurity topics.

Figure 5: Headlines from CONVERGENCE website page

7.2 Event Listing

There is a full event listing section on the site (<https://cybersec4europe.eu/events>) which, apart from highlighting all forthcoming CyberSec4Europe events, also contains a useful listing of many other cybersecurity-related events that project partners are actively involved in, including links to the websites of the events themselves. Reports of all past events are also featured in this section for historical record.

8 CyberSec4Europe Insights

Insights, launched in December 2020, is a series of broadcasts and webinars relating to different topics associated with cybersecurity and the work of the project. A new sub-page was created for the Insights series under Events (see figure 6).



CyberSec4Europe is happy to bring to you the first in a new series of cybersecurity standards webinars that will deal with several activities of relevance for the project but also for the wider cybersecurity ecosystem. We hope that researchers and professionals involved in cybersecurity will benefit from participating in the series.

The first webinar in the series will be **Integrating an ecosystem perspective in cybersecurity standards**, an introduction to the role of standards in cybersecurity thanks to the contribution of **Dr. Antonio Kung**, CEO of Trialog.

Figure 6: Promotion for the first Insights webinar

For both the first two webinars in the CyberSec4Europe Insights series in December 2020 and January 2021, a special registration page was created for those who wished to attend, which provides us with data to market further events to attendees and to encourage participants to become Friends of CyberSec4Europe.

9 Responding to the COVID-19 crisis on the website

It was clear in the early months of the pandemic that the project had to respond to the crisis to both acknowledge its immediate impact on the work of the project but also to highlight some of the creative ways that CyberSec4Europe's partners and others are supporting and helping to combat and manage the spread of the virus. An emergency banner was created for the home page directing visitors immediately to the site's special COVID-19 page (see figure 7). This new page covers individual partner responses such as:

- Cybernetica's privacy-preserving contact tracing app in Estonia; and
- Dawex's privacy-respecting exchange platform of non-personal data essential for healthcare professionals and organisations who are at the front line in providing care, conducting research, ensuring transports and logistics of critical equipment, and saving lives.

It also highlighted other international cooperative efforts to develop privacy-preserving tracing apps.

The implications of cybersecurity for a global workforce now confined to working at home cannot be underestimated and this was also highlighted on the website's COVID-19 response page. In the following months, while many countries across the world are in the grip of the third wave of COVID-19, this page will be updated to reflect any new, pertinent developments, either from the project itself or the wider community. The impetus to develop the webinar series and record their content for the website also arose from the desire for the website to be a helpful resource for all of the project partners, associates and friends unable to network professionally face-to-face at this present time.



COVID-19

Across the world, just as most of us began to get the sense over the summer that the improvement and relief after the constraints and tragedies associated with lockdown infection is re-emerging to undermine our confidence that life as we once knew it no some time soon.

Like the virus the cyber risks have not gone away, and are taking on new forms as cyber at targets. CyberSec4Europe is working despite these challenging conditions to continue to p

Most of us, in Europe and beyond, are already enjoying a release from the months of lockdown personal and professional lives, and caused immense anguish and suffering. Undoubtedly exist until recently, will continue to be our daily concern for a long time to come. Who could mouth face mask would become a fashion item?

Like the virus the cyber risks have not gone away, but have taken on new forms as cyber at

Figure 7: CyberSec4Europe response to COVID-19

10 Website Traffic

Over the last year the website traffic has shown a number of peaks: particularly after the panel discussions on “Governance and other issues regarding the Cybersecurity Competence Network” in February 2020, on “Realising Europe’s Cybersecurity Strengths and Capacity for the 2020s” in July 2020, as well as before, during and after CONVERGENCE in December 2020. During January 2020 for example, there were 350 clicks to the site whereas in December the website registered 1.06K clicks. We are consistently hyperlinking Twitter and LinkedIn to direct viewers to the site. Over the last twelve months we have logged 1301 users with almost three quarters of them being new visitors to the site, clicking on a total of 10,954 webpages (see figure 8).

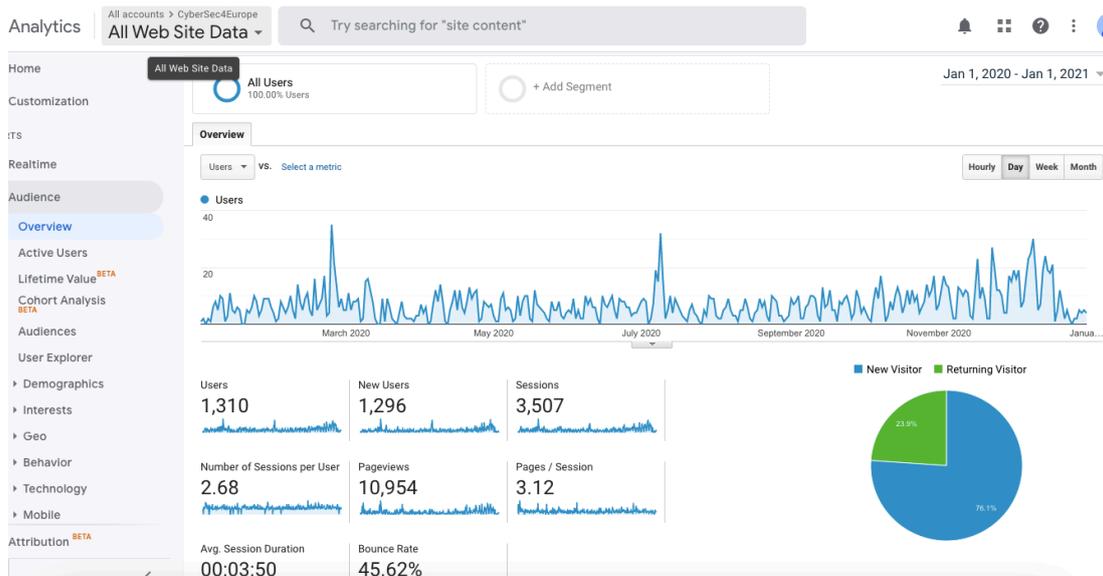


Figure 8: Website traffic analysis: users and page views from 1 January 2020 to 1 January 2021

Since October 2020, we have been using Yoast software on our website to enhance our search engine optimisation (SEO) on each news posting and also throughout the content of the website to further increase our visibility on the Internet.

11 Social Media

11.1 Twitter

The number of followers of the CyberSec4Europe Twitter account ([@CyberSec4Europe](https://twitter.com/CyberSec4Europe)) has grown steadily over the last year from 465 to 802, an increase of 72% compared to the previous year, demonstrating the broader community's increasing awareness of the activities of CyberSec4Europe and the four pilots in general (see figure 9). There has been an increase in retweets and interactions with partners and other cyber-related profiles which has also pushed up the number of impressions. In December 2020, the month of our CONVERGENCE event, our tweets gained 16.0K impressions over the 31-day period, where an impression is defined as the number of "times a user is served a Tweet in timeline or search results". We have continued to use personalised images and GIFs to further establish the project brand. With nearly every posting having a link to our website, our Twitter platform has been helpful in directing people's attention towards the work we're doing.



Figure 9: CyberSec4Europe Twitter account

11.2 [LinkedIn](#)

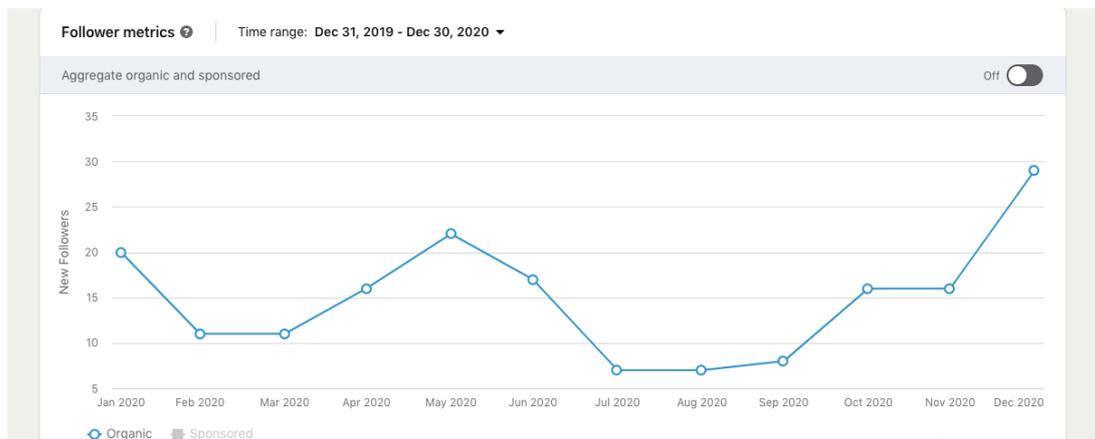


Figure 10: CyberSec4Europe LinkedIn statistics

[Our LinkedIn account](#) is used to re-post all of our current news stories as mini-blogs and is attracting a healthy number of new followers each month (see figure 10).

11.3 [YouTube](#)

A series of videos for the CyberSec4Europe’s website was produced in February 2020, featuring most of the project’s work package leaders talking about the particular challenges they faced and what their groups planned to achieve within the year. Additionally, a general introductory video was produced by the project to be utilised as a brief visual introduction to CyberSecurity for use at online conferences etc. These videos can all be accessed directly from the website but at the same time site visitors are encouraged to subscribe directly to the [YouTube channel](#), which has been developed as another channel to reach out to potential audiences at minimal cost (see figure 11).

CyberSec4Europe YouTube Channel



This video introduces the objectives and work of the CyberSec4Europe, that was first used at the IFIP SEC 2020 from 21-23 September 2020



Lucia Puttrich, Hessian Minister of European and



The opening sequence prior to the evening online panel

Figure 11: CyberSec4Europe website YouTube video listing

Further video content is being developed. Proceedings of all of the conference sessions from our December CONVERGENCE event were recorded and also are available on the [CCN YouTube channel](#), which TDL created and managed, and the [CyberSec4Europe website](#). The first two webinars in the Insights series, on “Integrating an ecosystem perspective in cybersecurity standards” and on “Cybersecurity & Standards – How StandICT.eu supports European specialists in the international landscape” are now also available on the [YouTube channel](#) and [the website](#). A new sub-branding “Insights” has been developed for this series (see figure 12).



Figure 12: The new Insights webinar branding

Further work continues to produce quality content for website which will be mirrored on the YouTube channel but is unfortunately hampered by the inability to film in person. However, working within the constraints of filming via video-link, it is hoped to produce more interviews and webinars on a diverse range of topics.

12 Working in Collaboration with the Cyber Competence Network Communications Group

Great strides have been made over the last 12 months to coordinate communications activities with our fellow pilots and promote the Cyber Competence Network brand. A joint communications strategy has been adopted by the partners with some ambitious targets for the next year including the production of more joint videos, podcasts, infographics and other marketing material. The Group plans to create a **common ‘four pilots’ presentation** that can be presented by any CCN representative. In addition it plans to produce **regular press releases** (general, specialised, technical and policy) about the vision and objectives of the Network and Centre as well as the latest achievements of the pilots. This is all reflected in the specially created website – www.cybercompetencenetwork.eu

CyberSec4Europe has chaired six meetings of the CCN Communications Group from August 2020 until the end of January 2021. The group meets online monthly and will meet again face-to-face twice a year, virus-permitting.

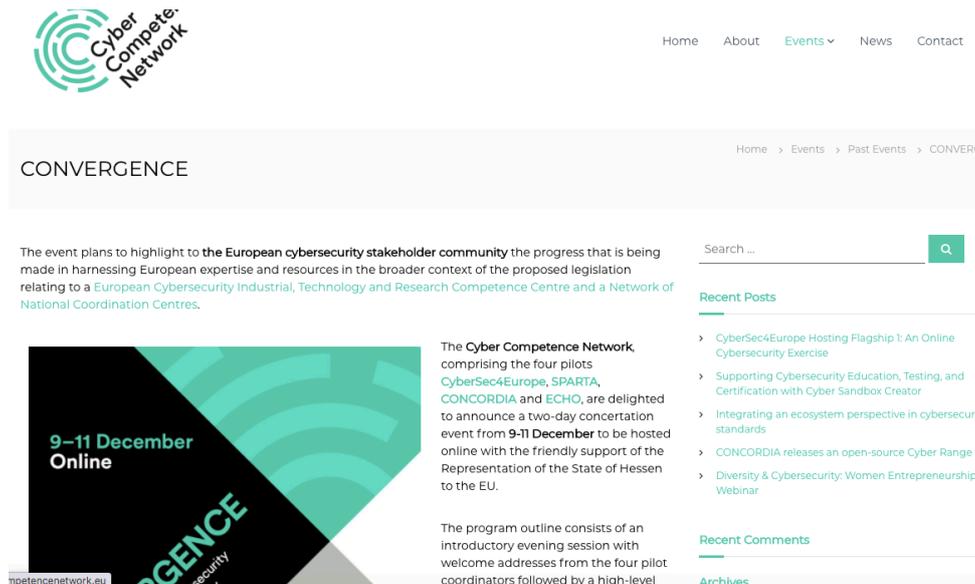


Figure 13: The CCN website CONVERGENCE page

12.1 [The Cyber Competence Network Website](#) and [Twitter](#)

The Cyber Competence Network website is regularly updated with events and news stories from each of the four pilots. Over the last twelve months, CyberSec4Europe has taken the lead in maintaining the content, producing graphics for the CCN Twitter site and developing the CONVERGENCE events page on the site (see figures 13 and 14).



Figure 14: The CCN Twitter account

12.2 CONVERGENCE Focus Group

For the Communications Focus Group at the CONVERGENCE event, the pilots worked closely together to produce a series of animated questions to engage the online audience creatively on the subject of communications. The questions were designed to produce debate on the various challenges of determining the message for the CCN, how to define the

audience, how best to reach them and how to take account of the diversity of the various audiences that they aim to reach. This debate can be reached via the CyberSec4Europe [website](#) and Cyber Competence Network YouTube [channel](#).

13 Working with DG CONNECT

The four pilot Communications Group has collaborated with DG CONNECT on activities such as the European Cybersecurity Month and the monthly newsletter where we also have placed several stories highlighting the work of CyberSec4Europe. The Group works closely with the four pilot coordinators through their regular meetings with DG CONNECT and others to highlight and promote their ongoing joint activities and areas of intersection such as the Cybersecurity Atlas and the other focus groups, which are currently threat intelligence in the financial sector, roadmapping, cyber ranges, education and governance. DG CONNECT's Communications and Media Officer regularly attends these meetings.

14 Conclusion

The work to promote the CyberSec4Europe project, and the collective efforts of all the four pilots, continues almost daily through the various channels, as discussed. The ambition to keep expanding the website so that it is a lively, engaging and relevant resource, that will have a life beyond the scope of the project, continues apace. New, quality content is continually posted and linked through social media channels to reach our intended audiences and beyond. Regular engagement with DG CONNECT will help with this evolution.