

# SYNCHRONICITY

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## 1 INTRODUCTION

An important piece of the foundation in building up SynchroniCity's online presence has been to establish a number of relevant social media channels in accordance with our marketing and communications plan, not least, creating the website [www.synchronicity-iot.eu](http://www.synchronicity-iot.eu).

The website was created in February and has been live since March. It now features a project description page, contact information and it offers the opportunity to subscribe to an upcoming SynchroniCity newsletter. The service MailChimp is used for the collection of contact information and for the sending out newsletters.

Other social media channels include Twitter, where partner representatives will be tweeting relevant content e.g. SynchroniCity project updates for the public, visited events and supporting of the content on existing and future SynchroniCity social media channels. SynchroniCity also has a global Facebook page which will be used to communicate to the public.

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

Facebook: <https://www.facebook.com/SynchroniCityIoT/>

## 2 CONCLUSION AND NEXT STEPS

Much of our effort so far has been focused on choosing and establishing the viable channels. A LinkedIn channel will be created for SynchroniCity in the future. The design of the website, Facebook page and Twitter will be finalised with the help of a subcontracted communications agency and content will be shared with the public when available in line with our marketing and communications plan.