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<b>PP</b>	Restricted to other programme participants (including the Commission Services)	
<b>RE</b>	Restricted to a group specified by the consortium (including the Commission Services)	
<b>CO</b>	Confidential, only for members of the consortium (including the Commission Services)	



## Document Control

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## **Executive Summary**

A project profile has been created on the online channel, Facebook along with a blog using Blogger.com. Facebook is located at the URL [www.facebook.com](http://www.facebook.com) and the blog at [dehems.blogspot.com](http://dehems.blogspot.com). The Dehems Facebook site and blog will offer a contact point for Living Lab participants and other interested parties. It will provide information on the activities and progress of the Dehems project as well as creating an opportunity for participants to contribute their experiences.

## **Deliverable: Project Profile and Blog on SNS (Social Networking Site)**

### ***What is Facebook?***

According to Facebook's web site, "Facebook is a social utility that connects people with friends and others who work, study and live around them. People use Facebook to keep up with friends, upload an unlimited number of photos, share links and videos, and learn more about the people they meet."

According to internet marketing sources, Facebook is the leading social networking site based on monthly unique visitors. It is free and users can choose to join one or more networks, organised by city, workplace, school, and region.

The site is located at the URL

<http://www.facebook.com/pages/Manchester/Dehems/36442872884>

### ***Dehems on Facebook***

The site is a registered under the categories of Common Interest - Beliefs & Causes. It is linked to other sites with similar aims and goals, for example, LiveGreen. The site features the Dehems logo as well as the relevant EU logos.

Access to the Dehems Facebook page requires the user to be logged into their own Facebook account, however, Facebook is currently the 4<sup>th</sup> busiest website in the world and

## Dehems Deliverable Report D8.8

has 120 million active user accounts ([www.facebook.com/press/info.php?statistics](http://www.facebook.com/press/info.php?statistics) 26.11.08).

Key points are:

- The website is free to users
- It will provide an opportunity to meet other Dehems Living Labs participants and energy monitoring enthusiasts from around the globe
- Users can read about upcoming events relevant to the project
- Users can view photos of other group members
- Users can upload their own photos to share with the group
- Users can ask questions of other group members in the discussion area
- Users can post items of interest to the group on the "wall"

### ***Dehems on Blogger.com***



The blog is located at [dehems.blogspot.com](http://dehems.blogspot.com). Owned by Google, Blogger is an easy way for users to share thoughts, information, activities and news about a topic. As well as offering a host of features, the key point is that Blogger is has an easy to use interface.

Key points are:

- The website is free to users
- It will provide an opportunity share experiences with Dehems Living Labs participants and energy monitoring enthusiasts from around the globe
- Users can read about upcoming events relevant to the project
- Users can view photos
- Users can upload their own photos to share
- Users can ask questions of other group members

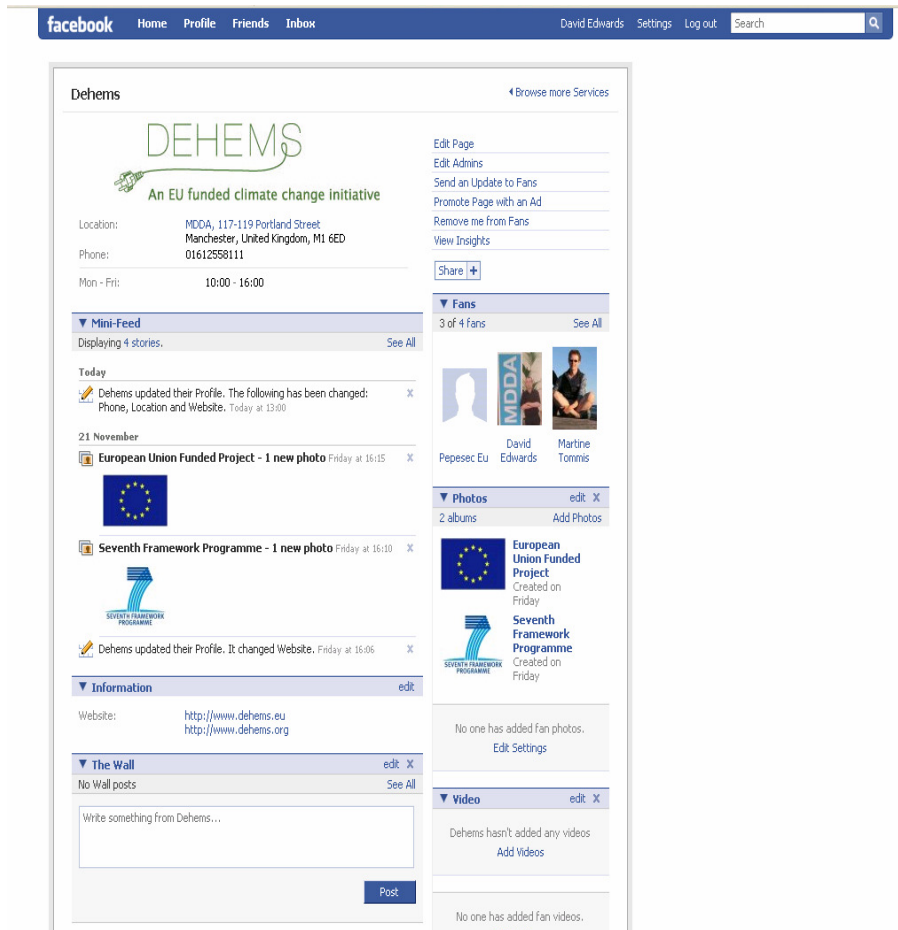
### ***Conclusions***

- Facebook and the blog will be a resource throughout the lifetime of the project.
- They will be managed by Manchester City Council.
- The sites will be updated on a regular basis and new content added.

### ***Implications for other Work packages***

Other work packages will contribute information which will be posted to the sites.

## Appendix 1: Screenshot Dehems Facebook Site



## Appendix 2: Screenshot Dehems Blog

