Disc4All Training network to advance integrated computational simulations in translational medicine, applied to intervertebral disc

Project Website with Social Media & Annual Public Progress Reports 2024-2025

The Project

The European community requires early-stage researchers (ESRs) who can work across the boundaries of traditional disciplines, integrating experimental and in silico approaches to understand and manage highly prevalent multifactorial disorders, such as musculoskeletal disorders. The Disc4All training network utilises intervertebral disc degeneration (LDD) leading to low back pain (LBP) as a relevant application for the integration of data and computational simulations in translational medicine, to enable rational interpretations of the complexity of the interactions that eventually lead to symptom

LBP is the largest cause of morbidity worldwide, yet there remains controversy as to the specific cause leading to poor treatment options and prognosis. LDD is reported to account for 50% of LBP in young adults, but the interplay of factors from genetics, environmental, cellular responses and social and psychological factors is poorly understood. Unfortunately, the integration of such data into a holistic and rational map of degenerative processes and risk factors has not been achieved, requiring creation of professional cross competencies, which current training programmes in biomedicine, biomedical engineering and translational medicine fail to address, individually.
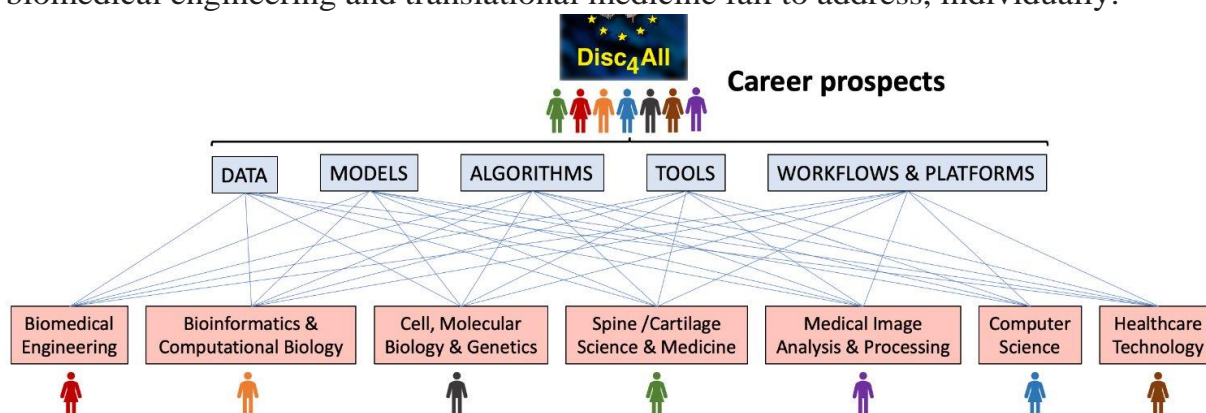
Disc4All aims to tackle this issue through collaborative expertise of clinicians; computational physicists and biologists; geneticists; computer scientist and molecular biologists; microbiologists; bioinformaticians; and industrial partners. It provides interdisciplinary training in data curation and integration; experimental and theoretical/computational modelling; computer algorithm development; tool generation; and model and simulation platforms to transparently integrate primary data for enhanced clinical interpretations through models and simulations. Complementary training is offered in dissemination; project management; research integrity; ethics; regulation; policy; business strategy; and public and patient engagement. The Disc4All ESRs will provide a new generation of internationally mobile professionals with unique skill sets for the development of thriving careers in translational research applied to multifactorial disorders.
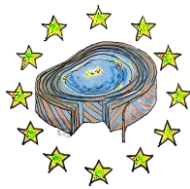
Public deliverable: D8.2

Title: Project Website & Social Media with Information on the Project, Annual Public Reports, Video-presentations, and a Private Document Repository

Overview and Objectives

- **Purpose:** To establish a comprehensive online presence for the Disc4All project, facilitating dissemination, engagement, and collaboration.
- **Objectives:**
    - Develop a user-friendly project website dedicated to Disc4All.
    - Provide access to annual public reports (deliverables) summarizing Disc4All's progress.
    - Establish and maintain active social media profiles for Disc4All.
    - Create and host video presentations showcasing Disc4All's research and events.
    - Set up a secure private document repository for Disc4All project members.

Project Website

The Disc4All project website (https://disc4all.upf.edu/) continues to serve as the central hub for all project-related information. It provides comprehensive details about the project's objectives, activities, and outcomes. The website is regularly updated with news, events, publications, and downloadable annual public reports. It also features profiles of project members, collaborators, and key researchers, as well as information on the governance structure. The website subscribers have grown to 241 in May 2025.


Annual Public Reports – project outcomes

Annual public reports provide comprehensive summaries of the project's progress, achievements per Working Package.

Content:

- Detailed summaries of Disc4All project progress and major milestones achieved.
- Insights and findings from ongoing research activities within Disc4All.
- Impact assessments, highlighting the benefits and advancements made by Disc4All.
- Conclusions, Future directions and upcoming goals for the project.
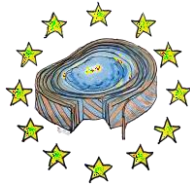
- **Accessibility:** The reports are downloadable in PDF format from the Disc4All project website or Zenodo, ensuring easy access for all interested parties.

Video Presentations

Video presentations visually showcase the project's activities, findings, and impact.

- **Content:**
  - Highlights from Disc4All workshops, conferences, and significant events are presented.
  - Interviews with key Disc4All researchers, stakeholders, and collaborators discuss their roles and insights.
- **Hosting:** These videos are embedded on the Disc4All project website and shared via the project's social media platforms to maximize reach and engagement.
- **Production Quality:** High-quality video and audio production ensure clarity and engagement for all Disc4All content.


Private Document Repository

A secure private document repository facilitates collaboration and document management for project members on MS TEAMS.

- **Access Control:**
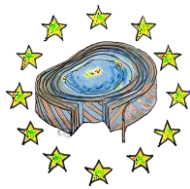
- Secure login credentials are provided to Disc4All project members and collaborators.
  - Role-based access ensures only authorized personnel can access sensitive documents.
- **Content Management:**
  - The repository stores all project-related documents, including meeting minutes, internal reports, and research data.
  - Version control and document tracking are implemented to manage updates and changes effectively.
- **Technical Specifications:**
  - The repository features encrypted storage to ensure the security of sensitive Disc4All data.
  - Regular backups are performed to prevent data loss and ensure continuity.
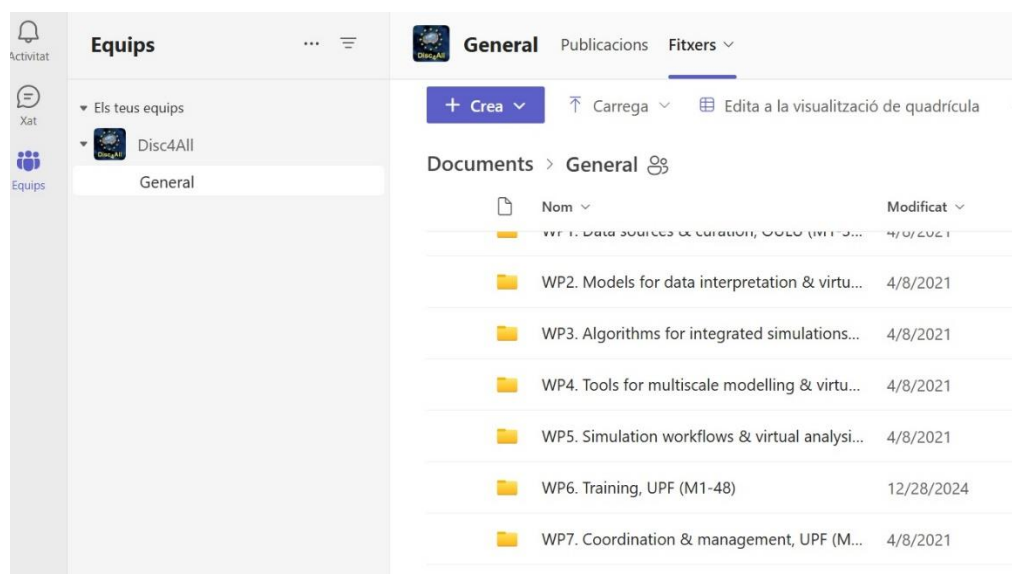
Social Media Presence

Disc4All maintains active profiles on LinkedIn, Twitter (now X), and YouTube to disseminate information and engage with the broader community.

- **LinkedIn:** The Disc4All LinkedIn page has grown to 558 followers in May 2025, reflecting increased interest and engagement from professionals in research, education, engineering, and healthcare services.
- **Twitter (X):** The project's Twitter account (@Disc4all_EU), 295 followers in May 2025, continues to share updates on research progress, events, and opportunities, fostering interaction with the scientific community and the public.
- **YouTube:** The Disc4All YouTube channel with 149 subscribers in May 2025, hosts video presentations, including interviews with researchers and recordings of workshops and conferences, enhancing the project's outreach and educational impact.

- **Content Strategy:**
  - Regular updates on Disc4All's progress, upcoming events, and significant outcomes are posted.
  - Engaging posts foster interaction and discussion about Disc4All's topics.
  - Disc4All video presentations, annual reports, and other valuable resources are shared.
  - Dissemination activities, public events, and any new developments related to Disc4All are promoted.
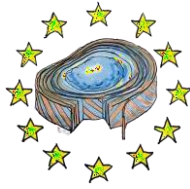
The Disc4All Project has a total of three social media channels and one website.

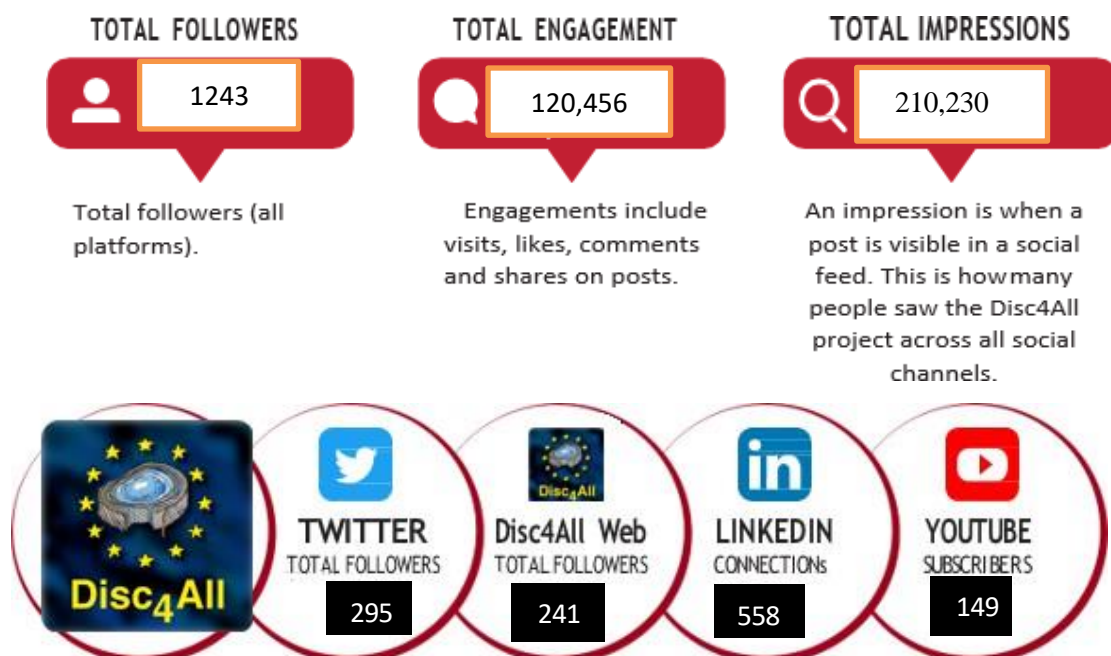- LinkedIn: https://www.linkedin.com/company/disc4all- project/?originalSubdomain=es
- YouTube: https://www.youtube.com/channel/UCorjbmLkHPXu6JVBg0rr-EA
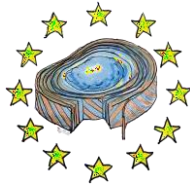- Twitter: https://twitter.com/Disc4all_EU

To elevate the Disc4All Project across social channels and encourage interaction, we combined our strategic messages with visually-engaging media. We've developed an editorial calendar to ensure consistent delivery of Disc4All's messaging pillars and initiatives. We also initiated an engagement strategy designed to increase visibility and transfer of knowledge through webinars and talks.

We focused on attracting new followers with strategic, high-quality content and then interacting with our audience: this approach has paid off as we saw tremendous growth across our social channels by doing that. Disc4All social channels surpassed a number of researchers, scientific institutions and associations, industry, PhD candidates, universities, medical doctors in followers.

TOTAL FOLLOWERS	TOTAL ENGAGEMENT	TOTAL IMPRESSIONS
1243	120,456	210,230
Total followers (all platforms).	Engagements include visits, likes, comments and shares on posts.	An impression is when a post is visible in a social feed. This is how many people saw the Disc4All project across all social channels.

| TWITTER TOTAL FOLLOWERS	Disc4All Web TOTAL FOLLOWERS	LINKEDIN CONNECTIONs	YOUTUBE SUBSCRIBERS
295	241	558	149

PLATFORM ANALYSIS |Twitter

We post our breaking research and major announcements on Twitter. In 2025, we prioritized engagement posts that encouraged followers to watch recordings from our events, talks, webinars and actively apply for job offers, events, abstract submissions. These interactions, along with strategic messaging, helped us grow our followers.

Follow us: @Disc4AllEUProject: https://twitter.com/Disc4all_EU
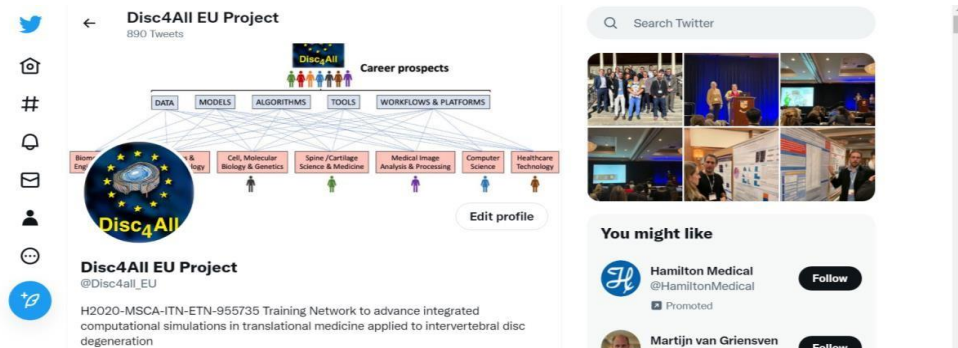
PLATFORM ANALYSIS |LinkedIn

A social network for working professionals, LinkedIn requires all users to list their education and work history in profiles, so we see substantial activity with our partners and faculty on this channel, adding 558 followers in May 2025.

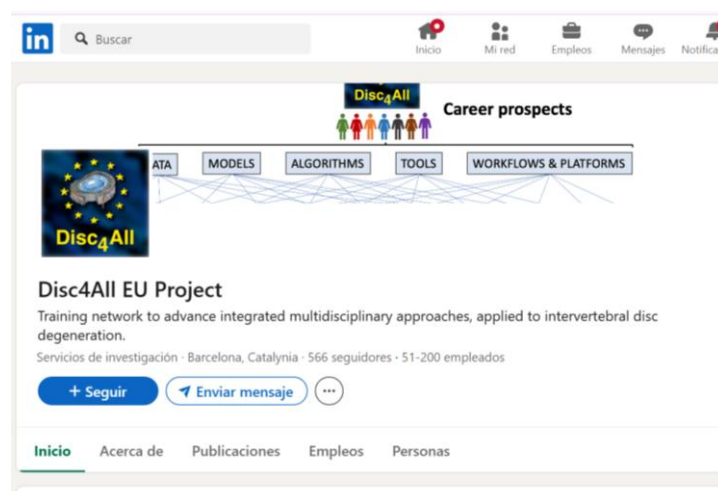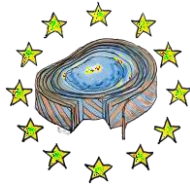|	
558	**90, 520**
FOLLOWERS	**IMPRESSIONS**

Our audience on LinkedIn consists mainly of profiles coming from research, education, community and social services, engineering and healthcare services.

PLATFORM ANALYSIS |YouTube

The Consortium utilizes YouTube for video promotions, archival, and search engine optimization, leveraging the platform to enhance the visibility of project outcomes, engage a global audience through multimedia content, and ensure long-term accessibility of valuable educational and informational resources in YouTube.

Disc4All European Innovative Training Network:
https://www.youtube.com/channel/UCorjbmLkHPXu6JVBg0rr-EA

144 Subscribers	93 Uploads	10 232 Views
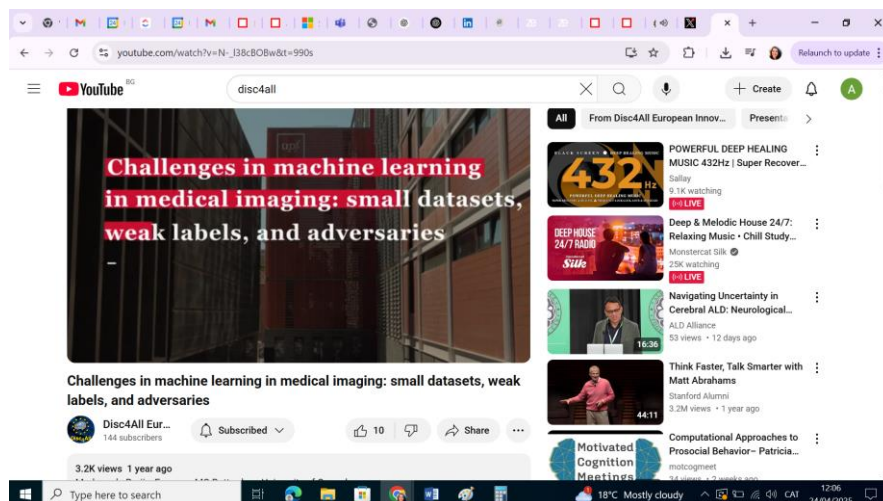
Top Video: We've reached the highest engagement rate of 3,200 views.

All project partners were expected to contribute to the dissemination of project activities through

Twitter, LinkedIn, and YouTube by:

1. Following and Promoting the Disc4all Account:

   - Follow the Disc4all account on Twitter, LinkedIn, and YouTube.

   - Invite colleagues, and professional networks to like and follow the Disc4all accounts on these platforms.

2. Engaging with Disc4all Activities:

   - Whenever conducting or participating in Disc4all activities, project partners should actively tweet or post

on LinkedIn about these events. Posts should ideally include pictures or other engaging media.
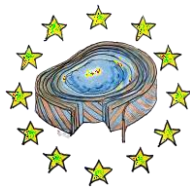
  - Ensure that the @Disc4all_EU account is tagged in all tweets and LinkedIn posts.

  - Utilize related hashtags to increase the visibility and reach of these posts.

3. Interacting with Disc4all Content:

  - Like and retweet Disc4all tweets to amplify the reach of the content.

  - On LinkedIn, like and share Disc4all posts to their network.

  - Tag relevant contacts or organizations when appropriate to broaden the audience and foster connections.

4. Contributing to YouTube:

  - Subscribe to the Disc4all YouTube channel.

  - Share Disc4all YouTube videos on their social media platforms and with their networks.

  - When involved in Disc4all activities, create short video content such as event highlights, interviews, or behind-the-scenes footage, and upload it to the Disc4all YouTube channel.

  - Include the link to the Disc4all YouTube channel in their email signatures, websites, and other communication platforms to drive traffic to the channel.

  - Comment on and like Disc4all videos to increase engagement and visibility on the platform.

By following these guidelines, project partners maximised the impact and visibility of Disc4all activities across social media platforms, contributing to the overall success of the project.

Implementation Timeline

To ensure timely and efficient implementation of the deliverable, the following timeline was adhered to:

- **Month 1-3:**
  - Design and development of the Disc4All project website.
  - Establishment of Disc4All social media profiles.
  - Setup of the private document repository for Disc4All project members
- **Month 3-6:**
  - Creation of initial content for the Disc4All website and social media platforms.
  - Production and posting of the first set of video presentations
- **Month 6-55:**
  - Regular updates and maintenance of the Disc4All website and social media profiles.
  - Publication of the Disc4All public outcomes.
  - Continuous production and dissemination of video webinars and posts related to Disc4All.

Evaluation and Monitoring

Continuous evaluation and monitoring were conducted to measure the success and impact of the deliverable.

- **Metrics:**
  - Monitoring website traffic and user engagement with Disc4All content.
  - Tracking social media reach, interactions, and follower growth on Disc4All profiles.
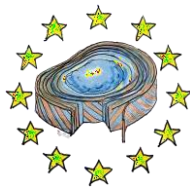
- o Counting downloads of Disc4All public reports.
  - o Analyzing view counts and engagement metrics for Disc4All video presentations.
- **Feedback:**
  - o Collecting user feedback through surveys through google form and direct interaction to improve Disc4All website, social media content.
  - o Regular reviews and updates based on user interaction and feedback to enhance the overall effectiveness of Disc4All's online presence.

Conclusion:

Deliverable D8.2 successfully established a strong online presence for the Disc4All project, supporting dissemination, engagement, and collaboration.

The project website serves as a central hub, providing updated content, public reports, and information on project members. The annual reports clearly document progress and outcomes, ensuring transparency and accessibility.

Video presentations have effectively showcased research activities and events, while a secure document repository has enabled efficient internal collaboration.

Through active management of LinkedIn, Twitter (X), and YouTube, Disc4All achieved notable growth in visibility and engagement. Strategic content planning, visual media, and partner involvement have expanded the project's reach.

Overall, Deliverable D8.2 has met its objectives by ensuring effective dissemination of project activities, promoting visibility and knowledge transfer, and supporting collaboration among stakeholders. These efforts have laid a strong foundation for sustained engagement and the continued promotion of Disc4All's mission throughout the remainder of the project and beyond.

Acknowledgment: