



Yeah!  
Youth health from a  
holistic perspective

Grant Agreement 101155977

**Deliverable 9.1**  
**Project Website and LinkedIn Page**

Version 2.2 | March 2025

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## Executive Summary

This deliverable provides a general overview of the YEAH! project's digital presence, detailing the purpose, structure, and strategic approach for both the website and LinkedIn page. These platforms play a crucial role in disseminating project findings, engaging stakeholders, and ensuring visibility among researchers, policymakers and the general public.

The **YEAH! website** (<https://www.yeah-project.eu/>) serves as the central hub for structured and accessible information about the project. It presents key objectives, research updates, and resources while ensuring compliance with **GDPR** and **accessibility standards** (WCAG 2.1, level AA). Hosted on a secure infrastructure, the website will be regularly maintained, monitored, and optimized using analytics tools such as Google Search Console and Matomo. Future improvements will include multimedia content and downloadable deliverables.

The **YEAH! LinkedIn page** (<https://www.linkedin.com/company/yeah-youth-health-from-a-holistic-perspective/>) acts as a complementary communication tool, designed to foster professional networking and engagement. It shares project updates, industry insights, and discussion opportunities, following a structured content strategy to maximize reach and impact. Regular analytics reviews will guide improvements, with the goal of expanding the community and increasing interaction.

A key component of this strategy is the **integration between the website and LinkedIn page**. The website will direct visitors to LinkedIn for real-time updates and discussions, while LinkedIn posts will include links back to the website for in-depth project details and downloadable materials.

To support these efforts, a **Communications Officer will be dedicated to the project at 50% of his/her time**, during which he/she will notably ensure that both platforms are regularly updated and aligned with the project's dissemination strategy. The **Communication & Dissemination Plan**, to be finalized by M6, will further guide content creation and outreach activities.

Finally, this document outlines **performance indicators** for both platforms, with a target of **12 000 website visits** and **1 000 LinkedIn followers by M60**. It also provides a roadmap for continuous improvements, ensuring an effective and dynamic digital presence that aligns with YEAH!'s communication and dissemination objectives.

## Overview

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## Abbreviations

C&D	Communication & Dissemination
GDPR	General Data Protection Regulation
KPI	Key Performance Indicator
NGO	Non-Governmental Organization
WCAG	Web Content Accessibility Guidelines

## 1. Introduction

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### 1.1 Project Overview

Empowering children and adolescents to adopt healthy lifestyles while tackling health inequalities is crucial. Person-centred interventions have been developed to this end but face several challenges: they are often restricted to one specific actor of children's environment (teachers, parents, or peers) and rarely target several significant others simultaneously, they are often restricted to one specific behavior (e.g., physical activity) or life domain (e.g., school), their effectiveness may differ according to socio-economic or socio-spatial conditions, and they are rarely both largescale and personalised to individuals' needs. To address these challenges, and in line with the call, the ambition of YEAH! is to develop an **innovative personalised person-centred digital intervention** that: (1) promotes children (8-10 years) and adolescents' (14-16 years) **social interactions** with multiple actors of their environment, (2) targets multiple **health behaviors** (physical activity, sedentary behaviors, diet, sleep), (3) combines in a novel manner evidence-based knowledge of **optimal intervention features** (theory-driven approach), with co-creation with end-users and stakeholders (data-driven approach) to tailor the intervention to the local context and target group, and (4) relies on a state-of-the-art method of intervention development to rigorously measure and verify its impact, optimise its **sustainable implementation** in the community and its **equity**, and evaluate its cost-effectiveness. To do so, YEAH!, will articulate interdisciplinary methods and concepts from psychology (health, social, developmental), public health, psychiatry, social marketing, geography, geomatics, environmental epidemiology, IT and computer sciences, statistics, physiology, and medicine, and on the participation of stakeholders (children and adolescents, parents, teachers, healthcare professionals, educators, local and national authorities).

### 1.2 Purpose of the deliverable

This deliverable aims to provide an **overview** of the YEAH! website and LinkedIn page, which serve as key communication and dissemination tools for the project. These platforms are designed to ensure the visibility of YEAH!, engage stakeholders, and share project updates, events, and results with a broad audience. The document outlines their objectives, structure, and strategy for content publication and engagement, as well as plans for future improvements.

### 1.3 Importance of online presence for communication and dissemination

A strong online presence is essential for maximizing the impact of YEAH! and ensuring that its findings reach relevant stakeholders, including researchers, policymakers, industry professionals, and the general public. The project website will act as the **main communication** hub, providing accessible and interactive content to a diverse audience, with a target of 12,000 visits by M60. Meanwhile, the LinkedIn page will foster an online community, encourage engagement, and increase awareness of the project, aiming to reach 1,000 followers by M60. Regular updates on both platforms, including news, events, and public deliverables, will support the project's commitment to transparency and effective knowledge dissemination.

A **Communications Officer** is dedicated to the project for 50% of his/her time to manage communication efforts, notably including updating and maintaining both the website and the LinkedIn page. Regular updates on these platforms, such as news, events, and public deliverables, will ensure the project's commitment to transparency and effective knowledge dissemination.

In addition, a comprehensive **Communication and Dissemination Plan** (C&D Plan) will provide guidance for content strategy and engagement on both the website and LinkedIn. This plan will be finalized by M6, ensuring alignment with project goals and communication objectives.

## 2. YEAH! Website

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### 2.1 Objectives and Purpose

The YEAH! website (<https://www.yeah-project.eu/>) is a key component of the project's communication and dissemination strategy. It serves as the primary online platform for informing a diverse range of stakeholders about the project's context, objectives, and expected impacts. Designed to be **interactive, user-friendly, and accessible**, the website ensures that relevant information reaches all target audiences effectively.

A **dedicated Communications Officer** will be responsible for maintaining and regularly updating the website. This includes publishing news, events, and public deliverables to ensure that stakeholders have access to the latest project developments.

## Main objectives

- Provide clear and **up-to-date information** about the project, its activities, and key milestones.
- Act as a **central repository** for public deliverables, scientific publications, and grey literature.
- Enhance the **project's visibility** and credibility within the research community and beyond.
- Facilitate engagement with stakeholders by offering **dynamic content** such as news updates, events, and resources.
- Ensure transparency and **open access to YEAH! results**, in line with the project's commitment to knowledge dissemination.

## Target Audience

The YEAH! website is designed to serve a broad and diverse audience, including:

- **General Public:**
  - Parents, teachers, educators, and healthcare professionals interested in the project's themes (health, education, well-being).
  - Children and adolescents affected by the topics addressed in YEAH!.
  - Individuals curious about scientific advancements and European public health initiatives.
- **Scientific Community:**
  - Researchers and academics in relevant fields.
  - Public health institutions, research organizations, and international academic networks.
- **Policymakers and Decision-Makers:**
  - European bodies, national governments, and local authorities working on health and education policies.
  - Agencies and Non-Governmental Organizations (NGOs) collaborating on similar European initiatives.
- **Industry Representatives:**
  - Companies involved in developing digital solutions for health promotion and well-being.
- **Consortium Partners:**
  - Representatives from the 16 participating institutions

- Work Package leaders and teams actively involved in the project.

The website has been launched March 27, 2025 and will be regularly updated throughout the project's duration. With a target of **12,000 visits by Month 60 (M60)**, it will serve as a central hub for communication, engagement, and knowledge dissemination.

## 2.2 Structure and Content

### Homepage overview

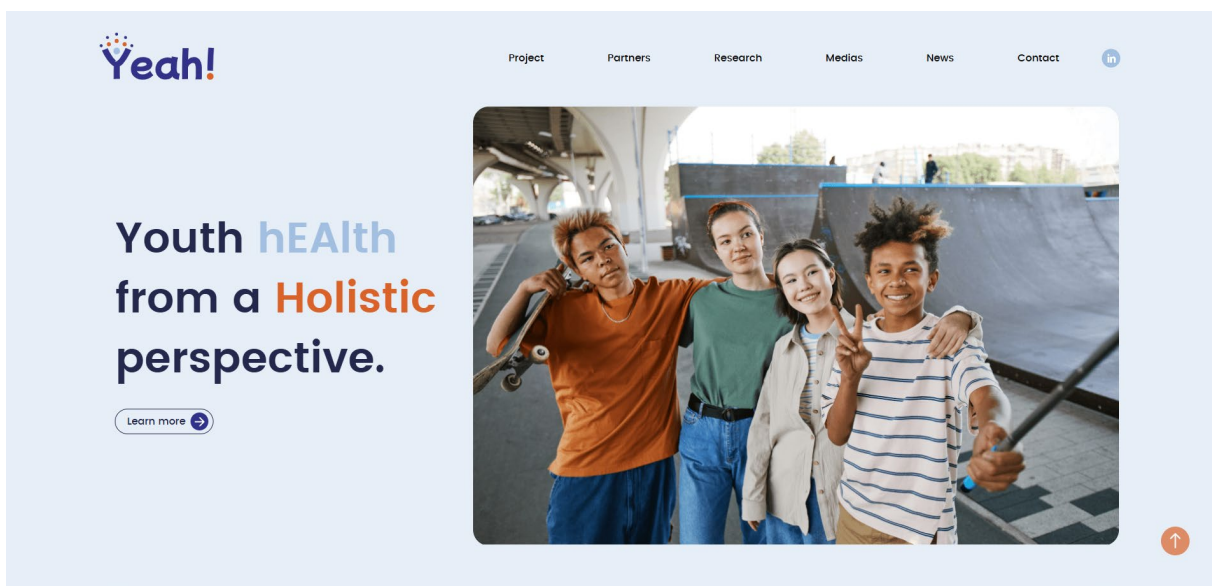


Figure 1: Homepage of the website

The homepage serves as the primary gateway for visitors to learn about the **YEAH!** project and easily navigate to key sections of the site. It is designed to be simple, intuitive, and informative, offering both a broad overview and easy access to deeper project details.

- **Logos of Partners:** It allows visitors to quickly see the organizations involved and their contributions to the project.
- **Project Introduction:** A short introductory text provides a concise overview of the **YEAH!** project, outlining its mission, objectives, and key areas of focus. This gives visitors a quick understanding of what the project is about and why it matters.
- **Key Numbers:** The homepage highlights important statistics such as the number of partners, participating countries, and the overall budget. These figures show the scale of the project at a glance.

- **Latest News:** A dedicated section displaying the most recent news updates ensures visitors stay informed about the project's progress.
- **Contact Us:** A simple and easily accessible contact form allows visitors to reach out with inquiries or requests.

### Design Considerations

- **Inclusive and Gender-Balanced Images:** All images chosen are selected with a focus on inclusivity and gender balance, ensuring that the visual representation of the project is diverse and welcoming.
- **Redirect Buttons to LinkedIn:** Visible links to the project's **LinkedIn** page are strategically placed on the homepage.

### Navigation Menu

The navigation menu is designed to be simple and intuitive, containing the following sections:

- **Project:** A deeper explanation of the project's objectives, goals, and scope.
- **Partners:** A brief description of each project partner, with links to their individual websites.
- **Research:** A section dedicated to detailing the research areas covered by the project and intermediate results.
- **Medias:** A space to access downloadable materials like flyers, logos, and answers to frequently asked questions.
- **News:** The latest updates and news regarding the project.
- **Contact:** A contact form for visitors to reach out to the project team.

This structure ensures that the homepage is not only visually appealing but also functional and informative, guiding visitors to the information they need with ease.

### Integration Between the Website and LinkedIn Page

The website includes links to the YEAH! LinkedIn page. This integration allows visitors to easily connect with the project's social media presence and stay updated with real-time news, discussions, and professional networking opportunities. In turn, the LinkedIn page will promote and direct traffic back to the website, encouraging users to explore more detailed project deliverables, publications, and resources.

## 2.3 Technical Aspects

### Hosting and Maintenance

- **Secure Hosting:** Our website is hosted on a highly secure infrastructure located in France, ensuring compliance with European data protection standards (GDPR). We use:
  - A secure server with integrated firewall
  - NVMe SSD technology for optimal performance
  - Advanced DDoS protection provided by Arbor Networks®  
This infrastructure ensures high availability, rapid execution, and enhanced protection against cyberattacks.
- **Regular Technical Updates:** We follow a proactive maintenance policy that includes regular updates to ensure the site's security, stability, and performance. This includes:
  - Updating the CMS and plugins
  - Applying security patches as soon as they are released
  - Regularly checking compatibility and performance
- **Backup System:** To prevent any data loss, we perform monthly backups of the website, stored on an encrypted and secure NAS. These backups ensure quick data recovery in case of incidents
- **Monitoring and Technical Support:** Our website is under continuous 24/7 monitoring with automatic alerts for any anomalies. Technical support is available around the clock, provided by a dedicated team, ensuring prompt intervention in case of issues. These measures guarantee the website's constant availability and security.

### Compliance with GDPR (General Data Protection Regulation)

- **Personal Data Protection:** We are committed to ensuring the protection of personal data collected through our website, in compliance with the General Data Protection Regulation (GDPR). All information collected is processed securely and is only used for the specified purposes (newsletter subscription, event participation, etc.).
- **User Consent:** Before collecting personal data, we obtain the explicit consent of users through unchecked checkboxes. The privacy policy is accessible from each form, ensuring clear and transparent information about the use of collected data.
- **Right of Access and Erasure:** In accordance with the GDPR, each user has the right to access, rectify, and delete their data. A dedicated interface allows users to

manage these requests directly from the site or through a dedicated contact address. Any data deletion is carried out within the legal timeframes and without affecting the user experience.

- **Cookie Usage:** Our site uses different types of cookies:
  - Cookies strictly necessary for the operation of the site
  - Functional cookies to enhance the user experience
  - Analytical cookies to measure audience and improve our services
  - Advertising cookies to display relevant content

A consent banner compliant with the GDPR allows users to manage their preferences and change their choices at any time. No data is collected without prior consent, except for strictly necessary cookies.

## Compliance with Accessibility Standards

We have implemented specific solutions to ensure that our website is accessible to all, in compliance with the Web Content Accessibility Guidelines (WCAG 2.1, level AA).

- **Compliance with WCAG Guidelines:** We have integrated several technical optimizations to ensure accessibility:
  - **Optimized Contrast:** The use of colors that meet contrast criteria (minimum 4.5:1 for text) to ensure readability.
  - **Keyboard Navigation:** The site is fully navigable without a mouse, thanks to a semantic HTML structure and keyboard shortcuts.
  - **Screen Reader Compatibility:** Integration of ARIA attributes to facilitate content comprehension by assistive technologies like JAWS, NVDA, and VoiceOver.
- **Simplified Navigation:** We have designed an ergonomic interface with:
  - Clear content hierarchy, making navigation and understanding easier.
  - Proper HTML markup structure (headings H1-H6, lists, well-defined paragraphs).
  - A fluid and adaptable layout with responsive design, ensuring an optimal experience on mobile and tablet.
- **Accessible Multimedia Content:** To ensure all content is accessible:
  - Automatic and manual subtitles for videos, making them understandable for deaf or hard-of-hearing individuals.
  - Alternative text (alt text) for each image to describe their content for visually impaired users.

- Transcriptions of audio files to guarantee accessibility to podcasts and other sound formats.
- **Regular Accessibility Testing:** We conduct frequent checks to ensure compliance with standards:
  - Audits using specialized tools (axe DevTools, Wave, Lighthouse Accessibility).
  - User testing with individuals with disabilities to evaluate real-world accessibility.
  - Ongoing corrections and improvements based on feedback and evolving standards.

## 2.4 Performance Tracking

To assess the effectiveness of the YEAH! website and ensure it meets its communication objectives, regular performance tracking will be conducted. The **Communications Officer** will oversee analysis of data related to website performance, guiding ongoing improvements. Tools such as **Google Search Console** and **Matomo** will be used for detailed insights into the website's performance, with monthly visit reports generated to track progress. **Regularly reviewing website analytics** using these tools will help identify most visited pages and popular content.

The following KPIs will be tracked to measure the website's success: **12 000 visits by M60** and **500 newsletter subscribers**. The newsletter is not yet available, and the subscription form will be implemented at a later stage.

### Metrics for Monitoring Success

- **Website Traffic:** Track the number of visitors to the website
- **Engagement:** Measure the time users spend on the site, as well as interactions with key content (e.g., downloads, contact form submissions...).
- **Bounce Rate:** Monitor the bounce rate to assess whether users are finding the content relevant and engaging. A high bounce rate may indicate that adjustments to content or navigation are needed.
- **Conversion Rate:** Track the number of visitors who take specific actions, such as subscribing to the newsletter, downloading resources, or signing up for events.

## 2.5 Future Updates & Improvements

As the YEAH! website will be launched with its core structure and essential content, several updates and improvements are planned for the coming months. These will include:

- **News and Events:** The website will be updated regularly with news articles, upcoming events, and relevant updates to keep the audience informed about project progress and milestones.
- **Downloadable Deliverables:** Once the project starts producing deliverables, they will be made available for download through the website, ensuring that stakeholders can easily access key project outputs.
- **Multimedia Content:** As the project evolves, video content, such as project summaries or interviews with key stakeholders, will be added to enhance engagement and provide a more dynamic experience for visitors.
- **Newsletter Subscription:** A dedicated section will be added to allow visitors to subscribe to the project's newsletter, ensuring they receive regular updates.

### Future Improvements

Looking ahead, several additional features and enhancements are planned to further engage audiences and showcase the project's progress:

- **Partners' Showcase:** A dedicated section will be created to highlight the contributions of each project partner, showcasing their roles and providing links to their websites and publications.
- **Newsletter Archive:** Once the newsletter is launched, an archive section will be added to store past editions, allowing visitors to explore updates and progress throughout the project's duration.

These updates and features will be introduced in stages as the project develops, with the Communications Officer ensuring alignment with the project's objectives and communication strategy.

## 3. YEAH! LinkedIn Page

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### 3.1 Objectives and Purpose

The YEAH! LinkedIn page (<https://www.linkedin.com/company/yeah-youth-health-from-a-holistic-perspective/>) serves as a **key tool for professional networking**, knowledge dissemination, and project visibility. As a prominent platform for researchers, policymakers, industry professionals, and the general public, LinkedIn provides an opportunity to engage a diverse audience and share timely information about the project's progress and results.

#### Role in Professional Networking and Dissemination

The LinkedIn page will facilitate connections with relevant stakeholders, promote collaboration opportunities, and share scientific updates. It is designed to build an online community of professionals and organizations invested in the project's topics, such as health, education, and well-being.

#### Target Audience

- **Researchers and Academics:** Sharing insights, research findings, and collaborations.
- **Policymakers:** Informing and engaging policymakers involved in health, education, and public health issues at the European, national, and local levels.
- **Industry Professionals:** Highlighting innovative solutions and technologies related to health and well-being.
- **General Public:** Raising awareness and educating the wider community about the project's objectives and impacts.

### 3.2 Content Strategy

To ensure effective communication and engagement, the YEAH! LinkedIn page will follow a structured content strategy designed to keep the audience informed and actively involved.

#### Types of Posts

- **Project Updates:** Regular updates on milestones, achievements, and activities within the YEAH! project.

- **Scientific Findings:** Sharing key research outcomes and contributions to the scientific community.
- **Events:** Promoting upcoming events, conferences, and webinars, as well as recaps of past events with highlights and outcomes.
- **Partner Highlights:** Featuring the work and contributions of the YEAH! project's partners and showcasing their role in the project's success.
- **Interviews and Spotlights:** Including interviews with project partners, stakeholders, and experts, or spotlights on team members to provide deeper insights into the project's impact and collaboration.

Additionally, the content strategy will remain flexible to incorporate new ideas, such as behind-the-scenes insights or success stories that align with the project's objectives

### Posting Frequency and Engagement Strategy

- Posts will be made a **minimum of three times a month** to maintain engagement without overwhelming the audience. However, the posting frequency will remain flexible to accommodate events, interesting updates, or news that needs to be shared, allowing for additional posts when necessary.
- The engagement strategy will include **interaction with followers** by responding to comments, sharing relevant content from stakeholders, and using hashtags to increase visibility.
- Content will be designed to encourage likes, comments, shares, and discussions, fostering a sense of community and participation among followers.

### Integration Between the Website and LinkedIn Page

Through a link, the LinkedIn page directs followers to the official project website for access to detailed deliverables, downloadable resources, and upcoming events. Additionally, the website features a direct link to the LinkedIn page, allowing users to join the project's growing online community and engage with stakeholders and collaborators. This reciprocal linkage fosters a flow of information between both platforms.

### 3.3 Performance Tracking

To ensure the LinkedIn page's effectiveness and continuous improvement, performance tracking will be closely monitored by the **Communications Officer**. This will allow us to assess progress, adjust strategies, and enhance engagement over time.

## Metrics for Monitoring Success

- **Followers:** Track the growth in the number of followers on the LinkedIn page to assess its reach and appeal to the target audience. Our KPI is to reach **1 000 followers by M60**.
- **Engagement:** Measure likes, comments, shares, and interactions per post to evaluate the level of audience participation and interest.
- **Reach:** Analyze the reach of posts to determine how widely the content is being seen by users beyond the immediate follower base.

## Plans for Improvement Based on Analytics

- Regularly review LinkedIn analytics to identify trends in engagement, such as which types of posts perform best and when.
- Adjust content and posting strategies based on this data, for example by experimenting with different post formats, timing, or frequency.
- Use feedback from followers and engagement metrics to refine messaging and improve the relevance of posts.
- Explore ways to leverage successful posts to increase reach, such as cross-promoting content with consortium partners or other relevant networks.

A **Communication and Dissemination Plan** will be developed by M6, which will provide a detailed strategy and guidance for optimizing our outreach efforts, including refining the LinkedIn content approach and tracking the progress toward our goals.